American Perfumer

and Essential Dil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.

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BUSINESS AND PERSONAL EVOLUTION; WHY NOT PLAIN COMMON SENSE?

In our monthly survey of business conditions, prospects and probabilities the key contributor, Roger W. Babson, declares that people want changes in food, habitats and clothing, asking the question: "Why then should we try to manufacture, sell or invest in the same things merely because they were at one one successful?"

Mr. Babson's views are entitled to attention and respect, but his question is misleading. Evolution, both in business and in individuals is progressing as relentlessly as Father Time sends his second hands ahead to make minutes, hours, days, months and years. As generations gradually change new devices and products appear, but many of the old ones retain their trade vitality and grow in usage, provided they are fundamentally useful to the general public. Improvements often are made in old time commodities that freshen the demand for them, but more frequently youthful experts and efficiency protagonists are able to make apparent savings which cause deterioration in the products that diminishes the sale to old and steady patrons and fails even with advertising campaigns to win and retain new consumers. There is no doubt that under the baneful influence of some of the old time "efficiency engineers," who had to show paper profits for the cost of their services, many corporations that really were running along normally and profitably slipped badly after acting upon the expensive expert advice which they thought was really their only salvation.

Nobody is going to manufacture anything "merely" because "at one time" it was "successful." It might be feasible to revive the manufacture of something that was at one time successful, but of course only in circumstances which showed that a newer generation could be interested in something that had lapsed, not through its own unavailability in trade, but because either the makers had passed away or their business had died of dry rot, which means failure to keep up with the procession in attractive containers and other modern methods, that naturally include intelligent advertising and systematic and effective distribution.

There are standard preparations in the market that cannot possibly be improved upon for the purposes for which they are intended and in the form in which they are offered to the public, but even these often can be and have been freshened up with a more attractive label or in some other way without destroying their trade mark individuality. Naturally these products must have merit to stand behind their appeal to the public. It is very seldom that anything of a trade mark quality will keep long out of a receiver's hands unless there is merit back of the product.

In the evolution that is in progress as the earth rolls around every twenty-four hours in its orbit other and less perceptible changes are constantly in progress. These deviations from previous conditions relate largely to what the men and women and children who arise today may want as contrasted with their desires of yesterday. That is the point which Mr. Babson and other trade experts always seem to feel is not in the question. They base their prophesies on statistics, diagrams, charts and other handy expedients to show that because of what has happened a new cycle in the same shape under similar wave lines in the near future will produce certain effects, qualifying all they say by a touch of pessimism (for safety) and a homeopathic sugar coated but harmless pill of optimism.

Getting right down to the solid rock foundation of the American Nation much of the promulgations of the business chartists and research experts, who have taken over the work of the erstwhile "efficiency experts," is not only a waste of effort so far as any real benefit to business is concerned, but in some respects is a detriment.

* * *

Common Sense appears to be the last and unknown quantity in life and business, so far as the experts are concerned. As a rule they seem never to have heard of it and few of them possess even a remote relation mentally or otherwise to this important factor in civilization. Common Sense is so simple that it never appeals to them; but if it did they would be reluctant to relinquish their big daily and weekly fees for piloting the ships of trade and sometimes wrecking them through their own ignorance of the special channel of industry in which they might be sailing.

Again COMMON SENSE should tell any reasonably alert business man, whether his firm is doing what it ought to do as he should be able to know if he keeps his finger on the bookkeeper's pulse and is in touch with what is going on in his establishment.

Once more, COMMON SENSE: In the matter of Costs, Overhead and other conditions of doing business: We doubt if there is any firm in our clientele that has not got one or more employees who are qualified to take up this subject and if given help to release them temporarily from other duties can size up conditions and suggest any needed changes far better than an outsider, regardless of the latter's high rank as an expert. The man in the business already knows the information that it will cost hundreds of dollars of pay to the expert while he gets a mere superficial glimmering of the situation. A \$2,000 charge for an expert report might easily mean \$200 only for extra employment if the job was done by a man or a woman in the establishment who was acquainted primarily with the general situation and was given orders to show neither fear of employers nor favor to employees and make an honest, unprejudiced report for the benefit of the whole

THE SALESMAN'S CODE OF HONOR

By EDWIN OSGOOD GROVER

I believe in the goods I am selling, in the firm I am working for, and in my ability to get "results."

I believe that honest goods can be sold to honest men by honest methods.

I believe in working not waiting, in laughing not weeping, in boosting not knocking and in the pleasure of selling goods.

I believe that a man gets what he goes after, that one order today is worth two orders tomorrow and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow and the work I hope to do and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

I believe there is an order somewhere for every man ready to take one.

I believe I'm ready-right now.

establishment. That is not only the practical way of doing an important duty, if the owners cannot do it themselves, but it is more economical and obviously surer of good results than taking in a stranger who has to learn the business to some extent and who then must make recommendations to justify his \$2,000 charge.

COMMON SENSE also should guide our readers in their manufacturing plans. It is comparatively easy to keep in touch with what is going on in the perfumery, cosmetics and toilet preparations industry. None of it is entirely new, Perfumes and cosmetics date back thousands of years before Christ and their use has continued ever since.

The evolution, however, has been much more wouderful in the last decade than in the preceding centuries. Our readers do not require details. The evolution is still going on. In perfumes, cosmetics and all sorts of toilet requisites the brightest brains in our profession are constantly seeking new achievements. In working out these higher ideals also COMMON SENSE must be kept in mind to the fullest extent.

An anatomist whose name we do not recall at the moment this is written, but who is known to every surgeon, once declared the human body was entirely rebuilt every seven years. Simply gradual evolution, that the subject might never realize. So with the thoughts and desires of persons. Ideals change. Persons who once cared more for fame than money become miserly misanthropes, while others who once sought only honor become greedy foxes when there is a chance to add to their hoards. These changes are natural and simply show in strong view how ordinary humans may vary their wishes in different periods. Any interested reader is referred to the Dayton trial or to the Bible for particulars regarding other phases of evolution.

In the circumstances Common Sense requires that our friends ought to consider some of these facts in carrying on

their life work. While our products will go on so long as Divinity may permit the Earth to exist there will be periodically changes in the details of cosmetics, perfumes and toiletries. There are only two possible dangers in the direction of a curtailed demand for cosmetics. One is in the propaganda of the Health Hygiene element which urges all girls and their elders to discard cosmetics. This is offset by the fact that on their hiking trips most of the girls carry their vanity cases with them for appropriate use.

The second danger is the making of too radical changes in a successful product, or in discontinuing a form of service that has been successful. This is a delicate subject for general discussion in cosmetics and cannot be gone into adequately at this time. The idea in a nutshell is this: A man buys a collar that he likes and which continues in style generally; he finds that the manufacturer has discontinued his particular collar, but offers something different, which does not appeal to his wishes; the wearer cannot get what he wants; instead of buying his old maker's substitute that he does not like, he either (1) buys another manufacturer's collars, or (2) he discards collars for soft shirts.

Men, they say, are taking to cosmetics. Men and women normally are very much the same, with rare exceptions, both in desiring to be clean and attractive. Also in purchasing either clothing or cosmetics, or perfumes, or soaps, they usually want to get what they prefer—not something else "just as good," or what some manufacturer or sales person insists "is better."

In what we have said, necessarily briefly and almost disjointedly, there are germs that may well be amplified in the minds of quite a number of our readers.

IS PRICE OR QUALITY BUYING INCENTIVE?

The advantages to be gained by manufacturers through the production of "quality guaranteed" merchandise are set forth in a bulletin just issued by the Department of Manufacture of the Chamber of Commerce of the United States. The bulletin states that "the consumer will pay for quality when guaranteed," and further declares that "there is no greater fallacy than that the greater part of the buying public purchases on price alone."

"Trade associations serving more than twenty-five lines," the bulletin says, "have set up definite standards to protect the buyers of their commodities and this is proving not only of great benefit to their men:bers but it also inspires the confidence of the consumer which must always precede buying.

"This matter of 'quality guarantees' is of interest not only to our domestic market but especially to all desirous of building up a permanent foreign trade in which there is little opportunity of examination before purchase and one mistake may forever prevent resumption of trade relations."

INDEX FOR THE PERFUMER, VOLUME XIX

The Index for Volume XIX of The American Perfumer & Essential Oil Review has just come from the printers. Copies will be mailed to subscribers, advertisers and other friends, including national and state librarians, who have put in requests. While the supply lasts others can have copies on application.

COMMON SENSE

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

He wasn't an angel, and sprouted no wings,
Nor was he a "hard-slugging he-man";
He lived in a world of "just common place things,"
And wrought no more wonders than we can!
He used what he had—just his plain common sense,
And honesty, "get up," and hustle,

And that's how he hurdled the big success fence, And landed on top, in the tussle!

Just one of those fellows who laugh at defeat,
And nothing could "faze" him, or "floor" him;
Whatever he tackled, he wouldn't be beat—
Dame Fortune, she couldn't ignore him!
He staid on the job when most men would have

quit,
And seasoned himself to "rough-faring,"
And proved he was "game"—a "go-getter" with

Who wouldn't be downed by despairing!

He suffered **his** share in the world of "hard knocks,"

And sometimes succumbed in the scuffle; Oftimes he was shipwrecked, and cast "on the rocks,"

And beaten, and "lost in the shuffle";
But always he'd wrest himself out of the wreck—
To hardships he never would knuckle;

Though trouble submerged him clear up to the neck,

He'd grin, and come back, with a chuckle!

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INTERESTING LITIGATION POINTERS

We are devoting more than four pages of this issue to lawsuits and customs cases. In many suits the issues are so controverted and complex that even when a decision is rendered persons not litigants but having similar problems are often puzzled to comprehend the exact application of court rulings when briefly and hastily summarized. For this reason we give the full reports.

In midsummer litigation usually lags but the August crop is heavy. One decision just rendered was sent by us to the litigants and their attorneys as a surprise. Our court scribe is a man who abhors vacations.

AMERICAN COSMETICIANS PROGRESSING

The sixth convention of the American Cosmeticians' Society, reported on page 339 of this issue, gives gratifying evidence of the success of the efforts of its founders to put beautification upon a safe, sane and healthful basis, which means much more than can be told in a brief reference to the subject.

The new laws passed through their influence and the work for higher standards will not only benefit the cosmeticians, but our industries generally.

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WHEN IS A TRADE MARK? WHEN IS AN ODOR? MIRROLIKE VS. MIRROLAC

"Mirrolike" and "Mirrolac" sound a great deal alike, but are spelled differently, and when it comes to trade marks it all depends on whether there is a fancy border around the name and whether (1) the trade mark is the ornamental border or (2) the name. It is a nice distinction, but no more so than the old problem of when is an odor not a sample, or reversed, when is a sample simply an odor?

The Post Office Department has a regulation regarding the sending of "samples" in magazines. Some years ago one of our advertisers put a drop or two of his essential oil on his advertisement. The Post Office censor offered strong objections, because he declared it was "a sample" which he asserted was a "violation of the postal regulations" for this particular class of mail matter. The question was put up to him: "Can the supposed sample be utilized, or is it simply an order that will soon evaporate?" The official happened to be a reasonable human being and did not wind the red tape about it.

However the use of Mirrolike and Mirrolac is somewhat more complicated and perhaps the best disposal of the potentialities that are possible in similar cases is to reprint the official record of the *Patent Office Gazette* of July 21:

U. S. District Court-Southern District of New York

MIRROLIKE MFG. Co., INC., v. DEVOE & RAYNOLDS Co., INC.

Decided September 24, 1923.

1. Trade-marks-Infringement-"Mirrolike"-"Mirrolac."

"Mirrolike," if valid as trade-mark for furniture, floor, and automobile polish, was infringed by use of word "Mirrolac."

2. Same—Descriptive Words—"Mirrolike,"
Word "Mirrolike," as applied to a furniture, floor, and automobile polish, is too descriptive to be a valid trade-mark.

IN EQUITY.

Mr. James L. Steuart and Mr. Frank S. Moore for the plaintiff.

Mr. William D. Gaillard and Mr. C. A. L. Massie for the defendant.

e defendant. Hough, Cir J.:

The action is brought on a technical trade-mark. It is between residents of the same State. Jurisdiction is derived solely from the act of registration. What was registered was the word "Mirrolike," printed in a peculiar manner and surrounded by an ornamental device. Such trade-mark plaintiff's assignor said has been "adopted and used * * * for furniture, floor, and automobile polish."

Defendant has confessedly used the word "Mirrolac" as the name for a substance which it is said "stains and varnishes in one operation." It further asserts that Mirrolac, under favorable conditions, will "dry hard overnight

with a high gloss."

[1] I have no doubt that the two words are so much alike, and their use so similar, that if plaintiff's trademark is valid, defendant has infringed by using a substantial portion of it. It is argued that, since defendant uses nothing but the word, and in respect of design, style of printing, color, etc., there is no similarity between what plaintiff puts out and what defendant has produced, this case is within Hutchinson v. Loewy, 163 F. 42; 90 C. C. A. 1. I do not think it necessary to pass on this point, for I shall assume, without holding, that plaintiff's trademark is of such a nature that it can be infringed by the use of a word similar (within the cases) to Mirrolike, and that such infringement will exist irrespective of style of print, context, color scheme, and other extraneous or surrounding circumstances. This is certainly all that plaintiff could ask.

[2] Having made this assumption, I am of opinion that Mirrolike, as applied to a polish, is altogether too descriptive to be a valid trade-mark. On this fundamental finding there is little, if anything, to add to what I was privileged to sav for the court in *Hercules*, etc., v. Newton (C. C. A.), 274 O. G. 204; 1920 C. D. 340; 266 F. 169.

Mirrolike is more than suggestive; it is in my judgment "merely descriptive." Therefore under the statute it is bad. Plaintiff seems to me to be impaled on the horns of a dilemma; if it asserts that its trade mark is good, because Mirrolike is peculiarly printed and surrounded by a diagram or ornamental scroll, then what the defendant has

agram or ornamental scroll, then what the defendant has used does not infringe. But if it asserts (as it does) that its trade mark is essentially the made-up word "Mirrolike" its trade mark is bad, because descriptive only, Plaintiff's motion is denied and defendant's is granted.

DRAFTING NEW RESALE PRICE BILL

A bill sponsored by both the Chamber of Commerce of the United States and the American Fair Trade League, and designed to legalize the standardization of resale prices, will be introduced at the next session of Congress, according to the announcement made by the joint committee appointed to draft this measure. The committee met recently at the New York office of the United States Chamber of Commerce and after an all-day session gave out word that the text of the proposed bill probably would be made public within two or three weeks.

R. R. Ellis, of Memphis, director of the Chamber of Commerce of the United States, presided at the meeting. The other members present were: Charles H. Ingersoll, president of the American Fair Trade League; F. B. Caswell, National, Counsellor of the United States Chamber of Commerce, Toledo; A. L. Gifford, New York; C. Mahlon Kline, Philadelphia; Dr. Lee Galloway, vice-president of the American Fair Trade League and Professor of Commerce and Industry at New York University; Mason Trowbridge, general counsel for Colgate & Co.; W. H. Crichton Clarke, of the law firm of Duell, Anderson & Duell, of New York; J. Newcomb Blackman, New York; W. L. Crounse, Washington representative of the American Manufacturers of Toilet Articles and the National Wholesale Druggists' Association; Edmond A. Whittier, secretary-treasurer of the American Fair Trade League.

COPIES OF U.S.P. X ARE NOW AVAILABLE

The trustees of the United States Pharmacopæial Convention have released copies of the Tenth Revision of the United States Pharmacopæia to all who desire to purchase and peruse it in advance of January 1, 1926, when the new Bible of Pharmacy becomes legally effective. It must be kept in mind that until that date U.S.P. IX is in full effect and both have been made Official United States Standards by Act of Congress.

It would seem to be desirable for many delvers in our industries to possess copies of both revisions, if they do not already possess U.S.P. IX. The price of U.S.P. IX has been reduced to \$2. The new U.S.P. X is sold at retail at \$4. Every up-to-date library should have both volumes on its shelves.

Carrying out our policy of accommodating our clientele The American Perfumer will cheerfully put through orders for either, or both of the volumes. Remittance should accompany the orders.

A West Point Warning to Scofflaws

A man I know, in a hurry to get rid of some of his home brew, poured it into the gold fish globe. And on his return be discovered that the fish had eaten their way through the globe, had killed the cat, overturned the kitchen stove, and were putting the finishing touches to the family bulldog.—IVest Pointer.

FOREIGN TRADE FOR 1925'S FIRST HALF

The foreign trade of the United States in chemicals and allied products showed favorable progress during the first six months of the current year, according to Charles C. Concannon, chief of the chemical division of the Department of Commerce. The aggregate values of the exports, \$74,-678,000, and of the imports, \$113,552,000, were, respectively, eleven per cent and fifteen per cent above the corresponding totals for January-June, 1924.

The trade in the perfumery and toilet-preparations group came nearer to balancing than any of the other groups, with exports \$400,000 in excess of imports. During the first half of the present year exports recorded a ten per cent increase and imports a 50 per cent advance over the first half of 1924 with respective total values of \$3,794,900 and \$3,388,300.

Larger shipments of perfumery and toilet waters, talcum and other toilet powders and dentifrices left the United States for foreign countries during a January-June of the current for foreign countries during a January-June of the current year than during the corresponding period in 1924, values for which were \$219,500 \$853,800, \$1,540,300, respectively. Sales of creams, rouges, and other cosmetics, however, at \$589,100 were less than in the earlier period.

A higher value but smaller quantity characterized the import trade in perfumery, bay rum, and toilet waters, nearly \$1,000,000 worth having been imported; but the big change occurred in purchases of perfume materials, which doubled in value compared with January-June, 1924, and reached \$2,065,300 for the first half of 1925.

Essential oils, one of the smaller groups, representing three per cent of the imports and one per cent of the exthree per cent of the imports and one per cent of the experts, exceeded the January-June, 1924, trade by nineteen per cent and ten per cent, respectively. Imports (\$3,234,500) were more than four times the exports (\$776,700) during the first half of the current year. The figures for the leading oils purchased from abroad during January-June, 1925, were: Geranium oil, \$432,700, 88,600 pounds; attar of roses, \$102,200, 13,200 pounds; bergamot oil, \$256,000, 80, 200 pounds; citronella and lemon-grass \$551,000, 623,400 pounds; lavender, \$387,000, 58,300 pounds; lemon, \$275,400, 365,200 pounds; orange, \$322,500, 145,000 pounds; and sandalwood, \$95,400, 19800 pounds.

RESPECT AND DISRESPECT FOR LAW

(From the Editor & Publisher, New York)

The publisher of a daily newspaper asked us the other day to suggest to him a "live editorial issue," which possessed certain specified qualities adaptable to his field and his newspaper. We find such an issue best described in an address delivered by J. H. Beal, of Urbana, Ill., before the National Association of Retail Druggists, some time ago at Washington. He said:

"The American people are by law forbidden to do more things, and do more of the things they are forbidden to do than any other people on earth. The two bear to each other the relation of cause and consequence. We have cheapened and made the laws contemptible in the same way that nations have debased their currencies, by issuing them far in excess of the basis of credit.

"It has been estimated that there are over two million statute laws theoretically in force throughout the United States, and that over 62,000 new laws were passed in a single four-year period (1909 to 1913), or at the rate of 15,000 per year. Among the things regulated are matters of such importance as the use of finger bowls in restaurants, the length of bed sheets in country hotels, and the spilling of peanut shells on the sidewalks! * * *

"What is the basis of obedience to law? Either love of

the law or fear of the law; either respect for what the law commands, or fear of punishment. So multitudinous and so personal are the prohibitions of our so-called laws, and in the nature of things the risk of detection so small, that fear of conviction and punishment has largely vanished.

"Respect is not a voluntary thing to be had by merely willing it; laws to be respected must be respectable. That

OUR ADVERTISERS

EVERGREEN CHEMICAL CO. Color Makers

9 Church Street, New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.

Gentlemen: We have advertised steadily in THE AMERICAN PERFUMER since about 1906, commencing with the smallest possible space, increasing space from time to time so that we now are using a full-page.

While we advertise in quite a few trade papers, etc., we find that almost 75 per cent of our inquiries come from THE AMERICAN PERFUMER, resulting in a very satisfactory percentage of business from that source.

And outside of its advertising value, its reports of events of business in general trade reports, as also social items, which we are always glad to note, your publication is unequalled in the trade.

We are very pleased to have the opportunity to express our high appreciation of your service, and always desirous of lending our co-operation, believe us to be. Truly yours,

EVERGREEN CHEMICAL Co., Per M. FRIEND.

the law was to be merely the declared will of the legislature was the last thing intended in our theory of government. This was the theory which the Thirteen Colonies rebelled against.

Alongside of the injunction that it is the duty of the citizen to obey the law is the equally valid corolary that it is the duty of the legislature to enact only such laws as represent the average moral and political sense of the com-munity. For years students of history and human nature have warned us that there could be only one result of placing every personal peccadillo in the category of crime, that it would make the law contemptible by making it prohibit so many things that men would not regard as wrong or that the law could not detect and punish. In turn the reformer passionately assured us that this was utterly false, that it was the plea made by wicked men in defense of their secret

sins, and covertly in league with the powers of darkness.
"We are now able to judge between the advocates of the two policies. * * We are beyond doubt the most lawless nation on earth."

HELIOTROPIN PROCESS AN AMERICAN PATENT

Editor American Perfumer & Essential Oil Review:

On page 277 of the July number we have read your article entitled: "Important Coal Tar Ruling" giving the full text of the Heliotropin opinion. In same it refers to the possibility of producing heliotropin in larger quantities and at much less cost by the use of sulfanilic acid, a coal tar product—a process patented by "a German chemical

company."

It may interest your readers, especially the United States manufacturers and also the importers to know that we are the inventors of this most valuable process. It was discovered and worked out in our own laboratory and patented by us September 15, 1908, No. 898942. Patents were also taken out with our consent jointly with a chemical manufacturer of Hamburg in Germany, England, Austria, Hungary, France and Switzerland. It is therefore to be noted that the United States Patent is still in force.

Newark, N. J., August 12, 1925.

Verona Chemical Co.

By EDWIN KUTTROFF, President. (The statement in question was made in the official opinion handed down by the General Appraiser.—ED.)

BUSINESS SURVEYS ALL OPTIMISTIC FOR AUTUMN

Babson Applies Evolution to Trade; Douglas Gets Raft of Good Reports; Bankers All Are Sanguine; Many New Enterprises; Outlook Never Better

Roger W. Babson, the noted statistician and expert, in his current commercial outlook, makes the following statement about business conditions, present, and future, based upon thorough investigation and careful observation:

"A recent study of earnings which are now coming out for the first six months for different corporations shows such a great difference that there must be some definite reason therefor. Our only answer thus far is that certain firms have attempted to ignore economic law, while others are willing to conform thereto and profit thereby. Seriously, it is a fact that thousands of able business men are ridiculing the anti-evolutionists and yet are attempting to defy the laws of evolution in industry, commerce and finance.

"If there is one thing that financial statements teach it is that the largest profits have come from working with the tide of events, rater than from location, capital or even management. This is illustrated very forcibly by the fact that the average man who has succeeded in his own business usually is unable to succeed in some other business, showing that his success was due to being in the right thing at the right time rather than to any wonderful ability.

"People do not want to wear the kind of clothing they did ten years ago, nor eat the same food, live in the same places, travel the same way nor buy the same way. Why, then, should we try to manufacture, sell or invest in the same things merely because at one time they were successful? Why should we wait until new concerns spring up to capitalize inventions and new wants before we are willing to make changes in our own business or securities. Let us remove the beams from our own eyes before criticizing the Fundamentalists!"

Good Harvest Reports Increase Buying Power

Archer Wall Douglas in co-operation with the research Staff of LaSalle Extension University, Chicago, says:

"Comprehensive reports now in from many observers in all sections of the country lay stress upon the favorable outlook for fall business—provided the present promise of the crops will be fulfilled. There is general realization that the annual harvest with its creation of new wealth is the one factor needed to give impetus to increased domestic demand and production, and to set the pace for all business during the coming autumn.

"The most striking feature of the reports of many hundred observers who are scattered in every section of the country is that they tell of general optimism among the people regarding the course of business during the coming fall. The only exceptions to this feeling are found in the few drought-stricken districts where there are no crops. Observers in some sections also say that the outlook is considered to be better than actual present conditions warrant—that there must be well-distributed rainfall in July and August for full realization of the widespread hopes.

"It is the long-strung-out and newly created purchasing power in agricultural sections, with its stimulating effect upon all other industries, that makes the present situation one of cheer and encouragement—if there be only a few more weeks of favorable weather."

Country on Sound Basis for Prosperity

A change in business sentiment for the better during the last two months reflects the fact that the country today is on the soundest basis for safe and general prosperity since the war, according to the monthly survey of business and

economic conditions just issued by the National City Bank

of New York.

"The country," in the opinion of economists of the bank,
"is well out of the relapse of pessimism which afflicted it
in the spring. Moreover, the present situation has not
been created by the dire needs of a calamity anywhere,
but by the restoration of balanced and reciprocal relations,
advantageous to all, and which may last indefinitely."

Business Activity Gains Nation-Wide

Increasing business activity in the Fall was predicted by Charles L. Mitchell, president of the National City Bank, who sailed August 15 on the French liner Paris.

"I have been optimistic all along regarding business for this year, and my optimism has not waned in the least," he declared. "I look for and expect increasing business activity in the fall. In fact, it has already begun. We are turning over today in the United States a far larger volume of business than people realize. This business activity is nation wide in its scope, and shows no bad spots anywhere. Bank deposits are increasing steadily."

Commercial Agencies Are Optimistic

Business sentiment continues to improve, according to the mid-August views of the commercial agencies. There is some irregularity in a few lines, they report, but in the main the prospects are favorable. *Dun's Review* says:

"Favorable prospects for business are maintained, and the improvement in sentiment is spreading. There is a more general recognition of the fact that the strong points outnumber the adverse phases, and confidence has largely replaced the uncertainty and hesitation that developed during the second quarter of the year. The trade reaction which occurred at that time has been followed by a revival in different lines, the Summer season having brought more activity than was expected."

Bradstreet's comments as follows: "While buying everywhere is conservative and no great surge forward is in evidence, there is none the less visible a disposition to convert some of the optimism apparent for some time past into actual purchasing for Fall, and in the case of some lines beyond that. Helpful in this direction have been the large assemblages of country buyers at the various Trade and Market Week gatherings at leading markets."

Federal Reserve Reports Gains

Debits to individual accounts, as reported to the Federal Reserve Board for the week ended August 5 aggregated \$11,415,000,000, or 11.5 per cent. above the total of \$10,235,000,000 reported for the preceding week. New York City reported an increase of \$600,000,000.

Phenomenal Gain in New Enterprises

A total of 14,026 stock companies incorporated in New York State during the first seven months of this year, or 2,032 more than during the same period last year. The increase is the greatest in the history of the State's corporation bureau. During July 1,887 companies received charters, a gain of 524 over the same month last year.

Trade Situation in Canada on Firm Basis

Reports of some seventy-two Canadian companies of national importance—representative of the major industrial activities of the Dominion—on their operations during the last fiscal year show them to be in a healthy financial condition. The reports indicate that trade in general throughout the Dominion, while not approaching the abnormal conditions prevailing during the war years, is yet on a sound basis and sufficiently large in volume to enable the well-established companies to operate on a profitable basis.

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EIGHT IMPORTANT SUITS IN LAW AND TARIFF COURTS

Injunctions Sought Over Trade Name Use and for Other Objectives; Customs Judge Says Paragraph 28 Has Novel Plan for Measuring Duty

VIVAUDOU, INC., SUES VIVI, INC.

Application for an injunction to restrain Vivi, Inc., New York, from selling perfume or toilet preparations in connection with any imitation of the registered trade names of V. Vivaudou, Inc. and from using the name of Victor Vivaudou in its advertising or sales promotion, has been made by V. Vivaudou, Inc., in a suit which has been instituted in the United States District Court for the Southern District of New York.

In the complaint, Vivaudou, Inc., sets forth that prior to 1913, Victor Vivaudou, then a citizen of France, was engaged in the manufacture of perfumes and allied products in Paris, France. That year he came to the United States and joined the United Drug Co., of Boston, developing for it the Vivaudou line of perfumes and toilet preparations. In 1914, V. Vivaudou, Inc., was founded, with a New York charter, and the entire business and good will of the Vivaudou line was purchased by it from the United Drug Co. Victor Vivaudou was actively interested in the corporation since its inception, and served as president and general manager.

In 1919, a new company was formed with a Delaware charter, which took over all the assets, including good will and trade marks of the business of V. Vivaudou, Inc., then being conducted in the United States, and also in Paris, France. Victor Vivaudou made an agreement with the new company under which he received \$112,500 in cash and 66,667 shares of common stock in the new corporation. is further set forth that as a part of this transaction, Mr. Vivaudou made an agreement giving exclusive and perpetual right to the use of the name of V. Vivaudou, in connection with the manufacture and sale of perfumes and toilet articles, and agreed not to use his name or permit its use anywhere

in the United States by any other concern.

Mr. Vivaudou was then engaged in 1919, as general manager of the new corporation for five years, at a salary of \$25,000 per year. He retained his interest in certain outside firms, in none of which he was actively engaged

outside firms, in none of which he was actively engaged in the management.

Mr. Vivaudou continued to act as president and general manager of V. Vivaudou, Inc., until October 3, 1924, when he disposed of all of his interests in the corporation. Soon afterwards, he sailed for France. When he returned to the United States, he organized Vivi, Inc. This was on November 12, 1924, and the capital was \$1,000,000. Mr. Vivaudou is president and treasurer. Talcum powder, toilet preparations, and perfumes were put out under the name of Vivi, Inc. and in the advertising of the company, it is set forth in exhibits, the name of Mr. Vivaudou has been used freely.

This use of the name of Vivaudou, it is claimed, constitutes an infringement of the plaintiff's trade mark and stitutes an infringement of the plaintiff's trade mark and sole right to the use of the name Vivaudou, as provided in the agreement of September 9, 1919, all of the rights of which it is claimed were acquired by V. Vivaudou, Inc. The name Vivaudou, it is claimed, has acquired a secondary meaning, and has come to be identified solely with the plaintiff and its merchandise. It is also claimed that Vivi is a nickname, and a colorable imitation of the plaintiff's registered trade marks, "V. V." and "Vivomint." By using the name of Mr. Vivaudou in any way in its advertising, the Vivi corporation, it is contended, infringes the trade mark of V. Vivaudou, Inc. and its exclusive right to the use of that name. It is also claimed that the packages put out by Vivi, Inc. simulate those of V. Vivaudou, Inc. Supporting affidavits are offered by the plaintiff to show that the defendant's goods have been confused with the

(Continued on Next Page)

CARON FAILS TO ENJOIN RAFFY

Caron Corporation, New York City, has been denied a temporary injunction against Marcel J. Raffy by Judge William Bondy in the U.S. District Court for the Southern District of New York. Caron Corporation claimed that the labels, boxes and bottles of Raffy infringed on its patents. The facts as developed in the case are stated in the opinion handed down July 17, which follows in full:

"The plaintiff sells perfume under the registered trade mark Nuit de Noel, which it advertises in the United States as Christmas Eve. It sells this perfume in a jet black, flask-like, round bottle with bevelled top and small neck, the design of which it has a patent.

"The plaintiff places horizontally around the top of the bottle a very narrow label bearing the words Nuit de Noel Caron in silver and gold.

The defendent sells its perfumes in jet black, flask like bottles of various sizes, not round but with many sharp and straight edges, and similar to the flask-like bottles in which perfumes are very frequently if not generally sold. On these he places vertically a gold label bearing the words 'Adam et Eve Marcel Raffy Paris New York.' The letters spelling the word Adam are placed vertically one above another and each of the words Eve Raffy Paris New York separtely and horizontally thereon.

"The plaintiff and the defendent pack their bottles in en-tirely dissimilar boxes. The defendant's name Raffy appears in larger type than any of the other words on the

labels which he places on his bottles and boxes.
"It is entirely immaterial whether Nuit de Noel means Veille de Noel, Christmas Eve or Christmas Night. The words Adam et Eve are not so deceptively similar to Nuit de Noel or Christmas Eve in sound, appearance, suggestion, or any other respect as to constitute an infringement of the trade-mark Nuit de Noel or Christmas Eve.

"The foregoing description of the bottles is sufficient to show that the resemblance between plaintiff's and defendant's bottles is not such as is calculated to mislead any or-dinary purchaser of perfumes. It is true that all the bottles are jet black. Were it not a fact that other manufacturers of perfumes for a long time have used jet black bottles, it would not follow that the plaintiff could monopolize the use of black bottles for perfumes by reason of prior use thereof. No matter how attractive or distinctive the black, or the combination of colors used by the plaintiff may be, the plaintiff cannot prevent the defendant and others from using the same attractive color or combination of colors. providing such color or combination of colors is not used so as to lead the public to believe that the defendant's product is that of the plaintiff.

The bottles, the boxes and the labels used by defendant differing from those used by the plaintiff, and the defendant's name being conspicuously placed on all his labels, boxes and bottles, the court does not conceive how any one can be misled into purchasing the defendant's perfumes as those of the plaintiff, simply because both use jet black glass for their bottles.

"It appears that the defendant has an office in Paris. There, therefore, is no misrepresentation in placing under the name Raffy the words Paris New York.

'Under the circumstances, the application of the plaintiff

for a temporary injunction must be denied."
Attorneys for Caron Corporation were Evarts, Choate, Sherman & Leon and Raffy being represented by Denman, Bevier & Scotti, of New York City.

Coty and Le Blume End Litigation

Attorneys for Coty, Inc., and Le Blume Import Co., both of New York City, announce that suits brought by these corporations against each other have been mutually settled.

By the terms of the settlement the Le Blume Import Co. recognizes the validity of Coty's trademark "L'Origan" and agrees to refrain from the use of the name "Coty" or "L'Origan" in any way in connection with perfume, toilet preparations or cosmetics.

On its part Coty, Inc., withdraws its contempt proceedings against the Le Blume Import Co. In a statement ings against the Le Brillie Import be deemed to be a concession or any of the charges made by either party against the other in their respective suits. And it is further agreed that the settlement is made because the parties desire mutually to end a costly litigation." Papers embodying the agreement have been exchanged and orders will be entered in court accordingly.

CLASSIFICATION OF RAW PERFUME ITEMS ISSUE IN DODGE & OLCOTT CASE

Treasury Decision 41,049 (G. A. 9,029) gives the text of a decision handed down July 27 by the United States General Appraisers (Customs Trial Court) in the suit of the Dodge & Olcott Co., of New York, versus the United States, in the matter of the classification of perfume material imports on reappraisement under paragraph 28. The court holds as follows:

1. Classification of goods can not be made on reappraise-

ment appeal.

The operation and execution of paragraph 28 of the act of September 21, 1922, made necessary to the finding of value thereunder by means of the American selling price provision is by the statute made part of the act of appraisement, and as such is reviewable upon reappraisement appeal.

3. Classification proper, on the other hand—that is, the applicability vel non of paragraph 28 to any particular merchandise—remains, as before, reviewable only by protest against the action of the collector on liquidation.

Masters & Levett (Benjamin A. Lovett of counsel) for

the importers.

William W. Hoppin, Assistant Attorney General (John G.

Lerch, special attorney), for the United States.

Brown, General Appraiser: This is a reappraisement of certain phenylacetic and anisic anisic aldehyde, perfumery materials manufactured in France, entered for duty under paragraph 61 of the act of 1922, the one at 45 per cent ad valorem and the other at 40 cents per pound and 50 cents ad valorem. Under this paragraph the ad valorem for duty purposes is assessed upon the foreign market value or export value, whichever is higher, and either found directly or constructively from cost of production, or by counting back from the United States value, of the imported article itself. The so-called American selling price of a comparable American article manufactured in the United States is not used in calculating duty upon the imported article under this paragraph. The importer entered at such foreign

The appraiser, however, after making an advisory return to the collector that the goods were properly dutiable under paragraph 28 at 7 cents a pound and 60 per cent ad valorem, based upon the value of competing American articles manufactured in the United States, appraised them upon such

American selling price.

Stipulation was entered into under which it was conceded by the importers that the value returned by the local appraiser correctly represents the American selling price of a comparable article manufactured in the United States if the On the other merchandise is dutiable under paragraph 28. hand, the Government concedes that the invoice value correpresents the foreign market value and therefore the dutiable value (presumably under paragraph 61) if the merchandise is not dutiable under paragraphs 27 or 28.

Thus there is nothing in dispute except the correct classification of the merchandise.

The reason such a controversy over the classification of an article is attempted to be made upon an appeal to reappraisement (valuation) is because paragraph 28 carries

with it a novel plan of measuring duty never before known in our tariff history. All previous ad valorem tariffs have based tariff valuations upon the value of the taxed imported article, while paragraphs 27 and 28 base customs valuation upon the value of another untaxed article produced in in another country, to wit, the United States.

That fact, however, in my opinion, and the further fact that there now exists a direct appeal, on questions of law only, to the Court of Customs Appeals in reappraisement cases, is insufficient to show a congressional intent to permit the classification of an article to be determined upon a reappraisement (or valuation) appeal (the appraiser still makes only an advisory report upon classification) and to that extent to abolish the long-standing and necessary legal distinction between classification cases, determined upon protest of the decision of the collector, and reappraise-ment cases arising by an appeal from the local appraiser's determination of market value.

Even this radically new so-called ad valorem known as the American selling price of a competing untaxed American article (which may differ in chemical or other structure or composition as well as price, from the taxed imported article to which it is to be applied provided it produces results substantially similar when used in a substantially similar way) can not produce such a revolutionary change in customs procedure and practice as to abolish the unbroken distinction between classivcation and appraisement, without which both customs law and customs administration would become hopelessly confused and involved.

This necessary distinction preventing a decision concerning classification being made upon a reappraisement appeal

(Continued on Page 368)

VIVAUDOU, INC., SUES VIVI, INC.

(Continued from Preceding Page)

plaintiff's by retail customers, to the damage of the latter; and that mistakes have been made in identifying the two companies.

Vivi, Inc., denies that there has been or can be any confusion and states that the agreements for exclusive use of the name of Vivaudou are unenforcable and void, because they attempt to grant rights to the plaintiff to perpetrate a fraud on the public in that they attempt to permit V. Vivaudou, Inc., falsely to indicate to the public that its products are made under the personal supervision of Victor Vivaudou. Further, it is claimed, that such agreements without limitation of time and an account of the supervision of the supervision of Victor Vivaudou. supervision of Victor Vivaudou. Further, it is claimed, that such agreements without limitation of time or place would be an unreasonable restraint of trade.

Assuming the validity of the agreements, it is contended that they grant only a license in prepetuity to the use of the name of Vivaudou but do not inhibit Victor Vivaudou from the use of his own name to which he claims the absolute right.

It is also asserted that the talcum powder packages are different in material respects, and that the name has been used for fifteen years by the Allen Pfeiffer Co., of St. Louis, Mo., as the more conspicuous part of its trade-mark "Vivi Violettes."

The major part of the defense is supported by the lengthy affidavit of Victor Vivaudou, which answers in detail the allegations in the moving affidavit of Ralph Aronson, and practically all other points in controversy raised by the plaintiff. In his affidavit, Mr. Vivaudou insists that the plaintiff is wilfully parading itself in the guise and identity of the individual Victor Vivaudou, and wrongfully refrains from informing the public or the post office of the difference in identity between the two. He further alleges that the formulas which are the result of his personal research, experiment, and expense, are no longer used by the plaintiff, and he alleges that the ingredients are inferior in quality to those to which the while he have research under to those to which the public has become accustomed under his supervision. Mr. Vivaudou also states in the affidavit that an action against the plaintiff for his "discharge" in

that an action against the plaintiff for his "discharge" in December, 1924, is now pending.

The attorney for the plaintiff is Harry Nims, Nims & Verdi, and the defendant is represented by Ira Schiller, of Boskey, Schiller, Marvin & Serling.

The argument for the preliminary injunction was heard by Judge Augustus N. Hand, August 11.

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VACUUM FILLING PATENT RIGHTS CASE DECIDED

Standard Automatic Mach. Co. Loses Suit against Karl Kiefer Mach. Co. Important Points Settled in Court Ruling of Vital Interest to Trade

In a decision of Judge Knox of the United States District Court for the Southern District of New York, handed down August 18, both bills of complaint of the Standard Automatic Machine Co. of Rochester, N. Y., against the Karl Kiefer Machine Co. of Cincinnati, Ohio, were dismissed. The counterclaim was also dismissed.

The decision is of vital interest to the trade on account of the large number of filling machines based on the vacuum principle offered by several different manufacturers, which are in use.

The first complaint alleged infringement of fourteen claims of Patent No. 1,416,345 for a vacuum filling machine, issued to them as assignee of A. J. Gosselin, and the second complaint alleged infringement of two claims of Patent No. 1,418,203 for a bottle filling machine, issued to Theodore E. Pennock, and now owned by the Standard Automatic Machine Co.

The essential part of the decision by Judge Knox follows: "In addition to the usual defense of invalidity of the patents, non-infringement and prior uses, the answer sets up a counterclaim that plaintiff, prior to the issuance of the patents, fraudulently represented that the machines now claimed to be infringed, were protected by numerous patents which covered broadly the entire art of automatically filling bottles, to the injury and damage of defendant.

"Aside from the merits of the counterclaim, defendant's proof as to the prior use of the devices covered by plaintiff's

"Aside from the merits of the counterclaim, defendant's proof as to the prior use of the devices covered by plaintiff's patents, that are said to have been made by E. R. Durkee & Co. and Sharpe & Dohme, was so complete and substantial as to reduce the other defenses to positions of secondary importance. That this fact is conceded by plaintiff is evidenced by the commendably frank statement of its counsel, who, when asked if it were admitted that said uses constitute complete anticipation, replied:

"The Sharpe & Dohme, I do not admit as to the structure at all. I make no issue on that. The Durkee use constitutes anticipations of all but certain of the claims that we have named in our pleadings. Of course, I will go further than that and say if you find that that is a use that can be employed against us, you will have done much toward cutting the heart of our case. I am not raising any question except as to certain claims which I have mentioned. I do not mean to say that those are not important claims, but I mean if you decide against us on that, there will be a great deal of damage done to us in any event.'

damage done to us in any event.'
"The Durkee use is sought to be avoided upon the ground that it was of a secret nature, and therefore, of no benefit and advantage to the public. With respect to this contention, plaintiff's counsel went on to say:

"'I am prepared to maintain this proposition: That anyone who, having made an invention, undertakes to reduce it to physical practice and uses it commercially for his own advantage, and keeps that to himself, has placed himself outside of the patent system, himself and his machine* * * the question that is involved here is whether one who does such a thing has so placed himself out of the patent system that the public may not take advantage of what he has done to break the patent of another independent inventor who subsequently has made the invention and patented it.'

The foregoing expresses with reasonable accuracy the chief issue to be decided. With a view to expressing my conclusions upon the matter, an attempt will be made to summarize the basic facts. Their relevancy, perhaps, may best be appreciated by first undertaking a brief description of the commercial embodiment of the patents. It consists of a vacuum bottle filling machine, of more or less com-

plicated structure, by means of which a plurality of bottles may speedily be filled to a uniform height with liquid from a tank located beneath the level at which they are filled. This is accomplished without any waste of material and without danger of smearing or breaking the bottles. Furthermore, the machine is so arranged that it will not fill a bottle to which air gains admittance otherwise than through the neck. As bottles frequently contain airholes or are broken, this feature of the device is of decided advantage. So perfect and efficient is the operation of the machine that it excites the admiration of the layman who witnesses its use. * * * *

"The machine sells at a price ranging from \$5,000 to \$7,000, and, considering the price, together with the fact that about 156 have been sold, may be said to have met with considerable commercial success.

'So much for the patented device and its unquestioned virtues and advantages. For the moment, I will pass by the prior art as represented by earlier patents and take up the prior use of a very similar machine by E. R. Durkee & Co. That concern, as many of us know, is well established, and for many years has engaged in the spice and condiment business. One of its products is a widely known salad dressing that is delivered to the retail trade in bottles. That business was begun in 1850 by the father of Eugene A. Durkee, its present owner, who has been connected with it for more than half a century. The plant has been conservatively and strictly managed. The employees of one department are not, and never have been, permitted to xisit another. Persons, not employed in the business, were admitted upon rare occasions. When this was done, the admitted upon rare occasions. When this was done, the visitor was furnished with a pass which gave him entrance to a particular part of the plant. But, upon a few occasions, representatives of the Owens Bottle Machinery Co. called at the bottling department of the establishment for the purpose of examining bottles that had been sold to the Durkee company, and with respect to which it had made complaint. At such times they saw, in operation, the ma-chines that will hereinafter be described. They were also open to the view of some forty to seventy-five operatives, mostly women, who were employed in the bottling depart-ment. But even they were discouraged from an intimate examination of the machines. This restriction did not apply to a former partner of the present owner, the superintendent of the plant, the foreman of the bottling department, nor the handy man of the business, whose duty it was to make repairs. But each of them was supposed to respect the confidences with which he was entrusted, and the secrets that he might learn. Notwithstanding the discipline that was maintained, the employees seem to have been content, and remarkably well disposed toward the management. From time to time, some of them would suggest improvements in way of producing and packing the company's product. If the suggestion met with approval, it would be adopted. All this was done without any idea of obtaining a patent upon any improvement that might be made. One of the improvements was the machine upon which the defense of anticipating prior use is made. * * * * "Considering plaintiff's admission as to the anticipating beautiful the purpose are being it is not recognized.

"Considering plaintiff's admission as to the anticipating character of the Durkee machine, it is not necessary, I think, to describe its construction in detail. The more important elements of its existence are that it, together with four or five counterparts, were in constant use for a period of seven or eight years, and that one of them, slightly dismonthed was greatly as the trial ** * *

mantled, was produced upon the trial. * * * *

"Coming now to the Sharpe & Dohme prior use, it is to be observed that the proof is indisputable of the existence in that plant of a machine that may fairly be said to anticipate substantial portions, if not all, of the Gosselin and Pennock patents. Indeed, the machines which were first placed in operation in 1909 have continued in use until the taking of testimony in these suits. Over that period of time

they have served to fill 22,000,000 bottles of pharmaceutical preparations. The apparatus employed by Sharpe & Dohme is hand operated. The nozzle is composed of two tubes, quite similar to that portion of the equipment in plaintiff's machines. There is, however, no pump to return the bottle overflow to the supply vessel, and when the bottle into which the overflow is diverted is filled, the vacuum pressure is cut off and the bottle is emptied back into the supply.

"As in the Durkee factory, the Sharpe & Dohme concern were not disposed to open the details of its method of doing business to all comers. It did have a large number of employees who were not pledged to secrecy, and who came into close contact with the mode of operation of its bottle filling machines. Customers of Sharpe & Dohme were sometimes shown through the plant. Upon such occasions, the visitors would see the machines in operation, but they were not permitted to examine them in detail. Practically every spring medical and pharmacy students attending schools in or near Baltimore, would make inspections of the plant. They would be shown various apparatus that would be in operation at the times of such visits. According to the testimony of the superintendent of the company's fluid extract department, the students had 'an opportunity to observe.' * * * *

"In December of 1912, a man by the name of Fred L. Shelor and a brother were permitted to visit Sharpe & Dohme's plant in compliance with the request of the company's distributors at Richmond, Virginia. The Shelors saw the vacuum machines in operation, with the result that one of them thereafter became the patentee under Letters No. 1,250,334, June 19, 1917, for a barrel filling apparatus, and No. 1,232,105, July 3, 1917, for a bottle filling apparatus. Both of them contemplated and disclosed the use of the vacuum principle.

"The foregoing prior uses having been established by the high degree of proof exacted by a long line of decisions, it remains to consider whether such uses, by reason of the somewhat secretive manner in which the anticipating machines were employed, shall be held not to invalidate the patents in suit. The proposition advanced by defendant is that a public use is not necessarily a use in public, nor a use by the public. * * * *

"While the uses by Durkee & Co. and Sharpe & Dohme of the machines long antedating the patents in suit may be said to have had about them certain elements of secrecy, it is apparent that the uses were not 'strictly secret.' Both concerns had numerous practices that they did not wish to become public property, and it was for their protection, as well as that of the machines, that everyone was not made welcome at the respective plants.

"As a result of the prior uses, the public has the Shelor patents. It had, also, the benefit of whatever labors that Nelson contributed to the bottle filling art. Some of the latter were of enough value to induce plaintiff to purchase certain of his rights. The public, too, has had the benefit of being able to purchase certain liquid products bottled in the prior use machines at prices that, presumably, reflect a portion of the saving in labor and time that has been effected as a result of such uses.

"If a man be permitted to visit a plant and there witness, without pledge of secrecy, a mode and method of operation of a patentable machine that is in commercial use, and he concludes that such a machine may serve in his own factory, or in that of another, I am aware of no reason, legal or moral, why he should not take advantage of what he has learned, and should not tell another of what may thus be accomplished. Such a standard of conduct may be desirable, but it does not exist.

"Nor do I think it essential to the validity of a prior use defense that it must be established that persons who witness the prior public use of an anticipating device, understood and appreciated its method of operation. That, too, in a practical sense, is more than can be asked. A prior use of an invention may be public even though the portion of the public who witnessed it are not skilled in the art to which the use appertained.

"To me, the conclusion seems inevitable that the prior public uses here set up have been sufficiently established, and they will be sustained.

"There are, also, in the prior art, several patents of con-

siderable pertinency. This is particularly true of Phelps patents, No. 1,058,093 and 1,058,096, issued upon April 8, 1913. Considering the effect of the prior public uses set up in the defense, little time need be spent in a discussion of the Phelps disclosures. Suffice it to say that they are rather comprehensive dissertations upon the basic principle employed by both Gosselin and Pennock, and they contain matter which, in the absence of prior uses alleged against the patents in suit, would make a number of the claims in suit of extremely doubtful validity. ****

"Insofar as the remaining claims declared upon cannot literally be read upon the prior use machines, I am of opinion that they contain nothing, over the device of the prior art, that can properly be said to be patentable.

"There are numerous other features and details of the controversy, among them defendant's counterclaim, that might well be discussed. But, beyond expressing the emphatic disapproval of the Court upon the conduct of plaintiff in marketing and advertising its earlier machines with representations that they were protected by non-existent and non-applicable patents, it would be idle to extend my remarks."

The case has been under consideration by Judge Knox since last December. It is not known whether an appeal will be taken to the Circuit Court of Appeals.

Westphal Trade Name Injunction Stayed

The injunction reported in our July issue on page 277 as having been granted to Paul Westphal, a corporation, against the use of the name Westphal by Paul Westphal, grandson of the founder, in connection with the sale of toilet articles, has been stayed on appeal by Judge Ingraham in the New York Supreme Court. The terms of the stay follow:

"Pending appeal and until the determination by the Appellate Division, the name Westphal may be used in connection with the barber supply business in the sale of merchandise by the Westphal's World's Best Corporation only, and then when in red-printed letters twice the size of such name there shall be added the date of the incorporation and the words, 'Not connected with the business of Paul Westphal, a corporation organized 1910.' That the labels, letterheads, cards and all printing matter, advertising and display signs shall so state as herein provided. That the labels, cards and other printing matter shall be entirely different in color and design from those used by the plaintiff. That in addition to this the defendant corporation shall forward to the plaintiff a weekly statement of all sales made, giving the name of the customer and the quantity and price obtained. These statements shall be furnished to the plaintiff each week by mailing same to the plaintiff not later than the Tuesday of the week following. In addition all of the defendants shall file a surety company bond conditioned to pay any damages which the plaintiff may sustain by reason of the stay hereby granted in the event that the judgment shall be affirmed. Said bond shall be in the sum of \$5,000 and be filed within ten days after service of the order to be entered hereon, the stay not to be effective until the bond is filed. If conditions be not complied with the motion is denied."

Hearing on Houbigant Case Sept. 9

Taking of testimony in the Federal Trade Commission's case against Houbigant, Inc., perfume manufacturers, will commence in New York City on September 9. The complaint against the company alleges enforcement of uniform resale prices for Houbigant products by co-operative methods condemned as illegal by the United States Supreme Court in the Beech-Nut Packing Co. case.

Salesmen for Bigger, Better Business

Spokesmen for 912,000 traveling salesmen will meet in New York City on September 1, 2 and 3 to lay plans for a year ahead to promote the ideal typified by their association slogan, "For Bigger, Better Business." The occasion will be the annual convention of the National Council of the Traveling Salesmen's Association, the executive offices of which are in the Pennsylvania Hotel.

FAIR PLAY PLEDGED TO USERS OF INDUSTRIAL ALCOHOL

Washington Chiefs Explain Operation of Prohibition Reorganization; Details of Important Orders; Haynes' Anti-Saloon Lecturers Vanishing

District

WASHINGTON, August 17.—Reorganization of the prohibition enforcement machinery is in progress but is not as yet complete. The revised Regulations 61, relating to industrial alcohol, became effective August 1 as previously announced. It had been intended to make the complete plan of reorganization effective also on that date, including the substitution of twenty-four prohibition district administrators for the state prohibition directors. It was not possible, however, to select the twenty-four administrators prior to August 1, and as a result the effective date was postponed from August 1 to September 1.

The revised Regulations 61 provided for control of industrial alcohol matters by the federal prohibition administrators instead of by collectors of internal revenue. Inasmuch as there were no prohibition administrators on August I a temporary arrangement was made by which during the month of August the state prohibition directors were vested with the powers of administrators and thus these officials, although soon to retire from office, were vested with broader powers for this brief period. This arrangement caused some complaints to be made.

Collectors Transfer Files to Directors

"Pending completion of the necessary reorganization," said the Commissioner of Internal Revenue in an order making the temporary arrangement effective for the month of August, "collectors will transfer the necessary files and records relating to such work (supervision of industrial alcohol plants, bonded warehouses and denaturing plants) to the federal prohibition directors of the respective states in which the various collection districts are located, and such directors are, from the effective date of Regulations 61, authorized and required, until further notice, to act as feredal prohibition administrators with respect to such control of the manufacture, sale and use of specially denatured alcohol, as well as to perform other functions and duties for which such administrators are responsible under Revised Regulations 61.'

It was announced that Regulations 60, relating to ethyl alcohol, will be revised as soon as practicable to conform

to the new procedure.

Under the new scheme of enforcement, which will be fully effective September 1, Prohibition Commissioner Haynes steps down from the power which he has exercised in the past. The central feature of the new scheme is decentralization and the prohibition district administrators become the chief officials having to do with permissive as well as enforcement features of the prohibition law.

It has been denied that there is any friction between Prohibition Commissioner Haynes and Assistant Secretary of the Treasury Andrews, who is the new overlord of all prohibition enforcement in Washington. However, rumors persist that the time will come before long when Mr. Haynes will step out entirely, presumably to run for governor of Ohio.

Haynes' Army of Employees Evaporates

It is stated that Mr. Haynes under the plan of reorganization will spend much of his time in the field and according to Assistant Secretary Andrews Mr. Haynes will be his "right arm." Meanwhile the extensive force of employees assembled in Washington under Mr. Haynes will largely evaporate, many of them being transferred to the various districts where organizations must be built up.

While users of industrial alcohol are generally pleased

with the scheme of reorganization and the dethroning of Mr. Haynes one problem worrying them is as to whether there will be a uniform procedure in the different districts.

The fear is expressed that the law may be interpreted differently by different administrators and that confusion may

The districts over which the twenty-four prohibition administrators will have jurisdiction have been revised somewhat from the geographical arrangement as first announced. The revised areas are as follows:

District	Headquarters Territory, Judicial Districts.
1	Boston Maine, New Hampshire, Vermont, Massa-
	chusetts and Rhode Island.
2	New YorkSouthern and Eastern Districts of New York and Connecticut.
3	Buffalo Western and Northern Districts of New York.
4	Pittsburgh Western and Middle Districts of Pennsylvania.
5	Philadelphia Eastern District of Pennsylvania and New Jersey.
6	Baltimore Maryland, District of Columbia and Dela- ware.
7	Roanoke Virginia and West Virginia.
7 8 9	Charlotte Georgia, South Carolina and North Carolina.
9	TampaFlorida
10	New OrleansLouisiana, Mississippi, Alabama and Arkansas.
11	Louisville Kentucky and Tennessee.
12	Columbus Ohio and Michigan.
13	ChicagoIllinois, except southern counties of eastern judicial district, Indiana and eastern judicial district of Wisconsin.
14	St. Paul Minnesota, North Dakota and Western Dis- trict of Wisconsin.
15	Omaha Nebraska, Iowa and South Dakota.
16	St. Louis Missouri, southern counties of eastern ju- dicial district of Illinois and Kansas.
17	Fort WorthTexas and Oklahoma.
18	Denver Colorado, Utah and New Mexico.
19	Helena Montana, Idaho and Wyoming.
20	Seattle Washington, Oregon and Alaska.
21	San Francisco Northern District of California and Nevada.
22	Los Angeles Southern District of California and Arizona.
23	Honolulu Hawaii.
24	San JuanPerto Rico.

Andrews Explains His Plans

Just what is expected of the prohibition administrators and employees generally of the reorganized prohibition service is set forth in a circular sent by Assistant Secretary of the Treasury Andrews to the field officers of the Prohibition Unit. He explains that the service of all present unclassified employees of the Prohibition Unit will be terminated not later than October 15, at which time their connection with the enforcement work will end unless they are reappointed.

wish to explain to the members of the organization what the new organization will mean to them personally," said Mr. Andrews in the circular. "It is the intention of the Department to select from those now in the service the men who will be retained and even promoted in the new organization. These men will be selected for merit only, and in accordance with personal fitness and qualifications for the work we are planning to do. While the process of reorganization is under way, the present organization will

continue to function as is.
"With the advice of Commissioner Blair, Commissioner Haynes and the heads of the Washington Divisions, the Department will select the twenty-four District Administrators. These Administrators will then go to their retrators. spective districts to study conditions and personnel with a view to selecting such personnel and recommending such organization as the conditions in their respective Districts warrant. These Administrators will be given a free hand in the selection of this personnel inasmuch as they are to be held responsible for law enforcement in their Districts. The existing personnel in the mobile forces will be available for calculation by the Administrators. for selection by the Administrators.
"It is intended that the new organization shall be a clean-

cut business organization for the efficient accomplishment of its purpose. Positions and salaries will be such as to afford opportunities for promotion to practically all the personnel and it is intended that regulations will be so designed as to make promotion for merit assured. In the future, tenure of office and promotion will be based on personal performance only. In order that every man may fully realize that he owes his appointment in the reorganization solely to his merit the following procedure is ordered:

"The present appointment of all unclassified employees will be terminated not later than October 15, 1925, and unless reappointed will end their connection with the service. In the case of prohibition agents and inspectors who may not have been selected for retention any leave which may be due them on October 15, 1925, must have been taken before that date.

"In the meantime, selections will be made and the men appointed to their new offices in the organization. These appointments will be made for merit only, and on a distinct understanding that the appointee will hold office so long, and only so long, as his service are satisfactory."

Blair's Order Transferring Control

Orders issued by Commissioner of Internal Revenue Blair transferring the function of controlling the sale and use of denatured alcohol from collectors of internal revenue to federal prohibition directors acting as federal prohibition administrators are as follows:

"1. Effective August 1, 1925, and pursuant to Revised Regulations No. 61, the function of controlling the sale and use of denatured alcohol, complete and special, will be transferred from collectors of internal revenue to federal prohibition directors acting as federal prohibition administrators.

"2. There will be retained with collectors of internal revenue the formal approval of the applications for permits to operate industrial alcohol plants, bonded warehouses and denaturing plants. The control of the accounts of industrial alcohol plants, bonded warehouses and denaturing plants where alcohol is produced, stored and denatured will remain with the collectors of internal revenue. In other words, the collector's accountability ceases when the denatured product is withdrawn from the denaturing plants with the approval of the proper federal prohibition officer.

"3. Investigations and approval of any proposed industrial alcohol plant, bonded warehouse and denaturing plant will be made by the proper federal prohibition officer. Prior to transmitting the applications and other documents to the commissioner of internal revenue for concurrence in the action of such officer, the applications or other documents shall bear the approval or disapproval of the collector of internal revenue.

"4. The prohibition officer will be charged with the responsibility of making the investigations as to the character of the applicants and also the fitness of the plants. The collector will be charged with the duty of seeing that the plant is properly constructed and if he is satisfied with the investigation as to the character of the applicant, which was made by the prohibition officer, no independent investigation of this particular feature will be required on the part of the collector.

"5. Each collector of internal revenue will transfer to the federal prohibition director for the state in which the collector's office is located, all files and records, both current and obsolete, relating to dealers in and manufacturers using denatured alcohol. The complete files of such dealers and manufacturers will be transferred, including all correspondence, reports and other papers.

"6. Immediately upon receipt of this mimeograph each collector will notify each person in his district holding a permit, Form 1476, to deal in specially denatured alcohol, or permit, Form 1481, to use specially denatured alcohol; that on and after August 1, 1925, all withdrawals must be approved by the federal prohibition director acting as administrator. The permittee should be advised promptly of this change in order that he may be thoroughly cognizant of the situation and in order that no embarrassment may result to those manufacturers who make use of denatured alcohol in legitimate business. On and after August 1, 1925, no collector of internal revenue will approve a permit for the withdrawal of denatured alcohol.

"7. Collectors will ship all files and records in ample time to reach the offices of directors prior to the beginning of business on August 1, 1925. Where the director's office is located in a city other than that in which the collector's office is located, such shipments shall be made by express on government bill of lading.

"8. Each collector shall make, in quadruplicate, a detailed inventory of all files and records which are to be transferred to the federal prohibition director. Each folder containing files and records shall be invoiced separately and a brief description shall be given of the contents thereof. Each copy of the inventory will be receipted by the director to whom the transfer is made. One copy of the inventory shall be returned to the collector for his files, one copy shall be retained by the federal prohibition director, a third copy shall be submitted to the federal prohibition commissioner at Washington and the fourth copy shall be transmitted to the Accounts and Collections Unit of the Bureau of Internal Revenue. The matter of transferring filing equipment, furniture, etc., will be taken up with each collector by means of letter.

"9. There is attached to this mimeograph a complete list of all federal prohibition directors, showing their names, location of offices and the states over which they have jurisdiction. Collectors will be guided by the information shown on the list in making transfers of files and records.

"10. It is desired to make clear to the collectors the fact that they will still be responsible after August 1, 1925, for the proper conduct of all industrial alcohol plants, bonded warehouses and denaturing plants and for the safekeeping of all denatured alcohol up to the time it is withdrawn from the denaturing plant in the manner prescribed by Regulations No. 61. The provisions of this mimeograph do not in any manner affect the control of the sale and use of pure alcohol.

"11. Correspondence from collectors of internal revenue in regard to the procedure outlined herein should be addressed to the commissioner of internal revenue and should refer to the symbols A&C:OAP. Correspondence from federal prohibition directors in regard to this procedure should be addressed to the prohibition commissioner and should refer to the symbols Pro:AC."

Haynes' Power Goes to Administrators

The orders issued by Commissioner of Internal Revenue, Commissioner Blair carrying out the scheme of decentralization of prohibition enforcement and which in effect transfer power from Prohibition Commissioner Haynes to the district administrators are as follows:

"Effective September 1, 1925, existing regulations, issued for the administration of the national prohibition act and internal revenue laws relating to intoxicating liquors (not including provisions of Section 1602 to 1667 of Regulations 60, which relate to the prohibition commissioner) shall be subject to the following exceptions:

"(1) Where any authority is delegated to, or the performance of any duty is required of, the prohibition commissioner, or of prohibition directors, within the districts hereafter to be created, either by regulations, or the terms of any bond, permit, or other authority whatsoever, relating to intoxicating liquors, such authority shall be vested in, and the duty shall be performed by, prohibition administrators; and where the authority is required to be exercised, or the duty performed, by the prohibition directors, with the advice, concurrence or approval of the prohibition commissioner, such advice, concurrence, or approval shall not be required.

"(2) Where it is required by such regulations, or by the terms of any permit, bond, other document, agreement, or understanding whatsoever, relating to intoxicating liquors, that the original or copies of the latter shall be forwarded by prohibition directors to the prohibition commissioner, or where required to be sent by any collector of internal revenue, medical officer of the public health service, investigating officer, or other officer or person, to prohibition directors, or to the prohibition commissioner, the same shall be retained by and filed with prohibition administrators: Provided, that this exception shall not apply to Form 1421, which must be separated as to states and portions of states under the control of the administrator and forwarded to the

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COOLIDGE WANTS TAXES CUT IN TIME FOR MARCH 15

Federal Trade Board Appeals to Supreme Court to Sustain Power; Tariff League Fights for American Valuations; Aromatic Imports Drop

Washington, August 17.—The Federal Trade Commission will appeal to the United States Supreme Court for review of two cases involving its judicial power. In the first, the United States Circuit Court of Appeals for the second circuit upheld an order of the commission requiring the Eastman Kodak Company and the Allied Laboratories Association to abandon an agreement whereby the latter agreed not to import foreign film if the kodak company refrained from operating its picture-making laboratories. The court refused, however, to recognize the order of the commission requiring the kodak company to dispose of these laboratories. To enforce its agreement with the Allied Laboratories organization the kodak company maintained its picture-making factories ready for instant operation, according to the commission.

"The commission is not a court; it exercises administrative not judicial power and no statutory grant can be found justifying the order that a citizen sell property acquired in the course of business," the Second Circuit Court held, reversing that part of the commission's order.

The second case in which the commission will petition the Supreme Court for writ of certiorari is directed against Alfred Klesner, doing business as the Shade Shop, of Washington, D. C. The Court of Appeals of the District of Columbia found that while the Federal Trade Commission undoubtedly is given jurisdiction, by the terms of its organic act, over cases arising in the District of Columbia, Congress, through an apparent oversight, failed to provide a court within the District in which the commission can enforce its orders. The courts created by Congress for the District of Columbia are separate and distinct in legislative origin, designation and general jurisdiction from the U. S. district court and U. S. circuit courts of appeal, to which the commission is obliged, by statutory requirement, to appeal for enforcement of its orders, the court stated.

The Federal Trade Commission has issued an order directing the International Shoe Company of St. Louis, Mo. to divest itself of all stock or share capital of the W. H. McElwain Company, formerly of Boston. The commission found that respondent in acquiring this company has violated section 7 of the Clayton act, which prohibits mergers which tend substantially to lessen competition. The decision is interesting as showing the split within the ranks of the commission in its interpretation of laws governing trade practices.

Two of the conservative members of the commission, Commissioners Humphrey and Hunt, dissented from the order. Chairman Van Fleet who in many recent cases has sided with Commissioners Humphrey and Hunt, in this particular instance joined with the two Democratic members, Commissioners Thompson and Nugent, in approving the issuance of the order.

The majority of the commission in its findings said that the International Shoe Company by acquiring the stock of the McElwain Company gained control of the largest manufacturer of street and dress welt shoes for men and boys, and eliminated from the field of competition its largest competitor in the sale of men's dress shoes.

It also secured immediate entrance into the sales territory of the New England states, the general effect being to substantially lessen competition between the two companies in the sale of dress shoes for men and to restrain commerce in the shoe business in various sections of the United States in which the two companies operate.

Commissioner Humphrey in a dissenting opinion declares that the order, will in all probability cause stockholders to lose several million dolars and that it is the duty of the commission to issue an order when no good will result and when it can do no good to any one and evil must follow.

Washington, August 17.—As the time approaches for another session of Congress it becomes increasingly certain that many subjects of interest to the business world will occupy the attention of Senators and Representatives. There has been renewed agitation recently for the calling of a special session on October 1 in order to get an early start on the consideration of tax revision. This agitation, however, has made no progress as the administration is determined not to convene Congress in advance of the regular session which commences in December.

The House Ways and Means Committee is to meet on October 19 to commence hearings on the tax bill and expects to be able to report a bill to the House at the beginning of the session in December. The purpose of the leaders is to get the bill through the House in December and through the Senate in January or February in order that tax reductions which are to be made may be effective on payments of March 15 on 1925 income.

Price Maintenance Bill to Be Pressed

Other subjects before Congress at the coming session will include railroad legislation, shipping leislation, immigration legislation, and various miscellaneous matters, such as the price maintenance bill, which commercial interests have been urging for some time past. It is expected that the winter season will continue at least until June and possibly longer.

It seems to be a certainty that no general revision of tariff laws will be attempted, but there continues an agitation for a revision of administrative provisions. In this connection the American Protective Tariff League is urging the revival of the plan for the substitution of American for foreign valuation in assessing customs duties. This league suggests that the American valuation can be incorporated in proposed amendments to administrative laws and that such action would attain uniformity in the values of imported merchandise, simplify customs procedure, collect the duties now prescribed by law, reduce by millions of dollars a year the cost of administration and increase the revenue very largely. Importing interests will oppose any effort to revive American valuation, which they succeeded in killing when it was under consideration at the time of the enactment of the 1922 tariff act.

"We ask your earnest co-operation in favor of 'American import value,'" says the American Protective Tariff League.

"We ask your earnest co-operation in favor of 'American import value,'" says the American Protective Tariff League. "American valuation of foreign merchandise was eliminated from the original Fordney tariff bill. Foreign valuation of imported merchandise was substituted in the tariff act of 1922, excepting as to the dye stuffs covered by section 28.

"Foreign valuation results in great disadvantages to American industry and unjust discrimination between foreigners. A unit of cloth, pottery, glassware or any merchandise coming from Great Britain, pays a much larger amount of duty than similar merchandise from central Europe or the Orient because of the lower cost of production in central Europe or the Orient. Every like unit of production should pay the same amount of duty on entering the United States."

Coolidge Makes Democrat Vice-Chairman

Alfred P. Dennis, Democrat, has been designated by President Coolidge as vice-chairman of the Tariff Commission. Under the law the President designates the chairman and vice-chairman annually from among the members.

man and vice-chairman annually from among the members. In naming a Democrat the President is departing from the usual custom. Mr. Dennis, who was appointed on the commission some months ago, is close to the President and has been considered his spokesman in its affairs, notwithstanding the fact that he is a Democrat. Mr. Dennis formerly was a commercial attache under the Department

of Commerce. His friendship with the President dates back to the days when he was a professor at Smith College in the President's home town of Northampton, Mass.

The vice-chairmanship of the commission has been vacant since the resignation of W. S. Culbertson. Thomas O. Marvin, Republican, continues as chairman of the commission.

Decline in Synthetic Aromatic Imports

Imports of synthetic aromatic chemicals during July totaled 5,999 pounds valued at \$15,837. This was about half the total in quantity imported in June, although the value represented a considerably greater percentage. Imports in June amounted to 10,612 pounds valued at \$19,455.

The tabulation of imports of synthetic aromatic chemicals of coal tar origin during July follows:

	Quantity		Per Cent by	
Name of Chemical	Pounds	Ounces	Country of Shipment	
Acetophenone	100		Germany, 100%	
Benzaldehyde	1,202	* *	Germany, 92% Holland, 8%	
Benzyl acetate	100		France, 100%	
Benzyl alcohol	500		Holland, 60% Germany, 40%	
Benzyl cinnamate	5		Switzerland, 100%	
Benzylidine acetone			France, 100%	
Cetone D. (Orange Crystals).	5	***	France, 100%	
Cinnamic aldehyde	122		Germany, 82% Switzerland, 18%	
Coumarin crystals extra C.N.C.	100		Switzerland, 1009	
Diphenyl methane	25		Holland, 100%	
Gardenal	77		Holland, 100%	
Heliotropine crystals extra	50		Switzerland, 1009	
Hyacinth compound			Holland, 100%	
Indol			Holland, 100%	
lacinthe absolute	55		Germany, 100%	
Methyl acetophenone	44		France, 100%	
			Germany, 61%	
Methyl anthranilate	820		Holland, 27%	
			Switzerland, 12%	
Methylphenyl acetate	150	**	Switzerland, 1009	
Methylnonylacetaldehyde	1		Holland, 100%	
			Switzerland, 65%	
Musk Ambrette	77	3	Holland, 32%	
			France, 3%	
Musk ambrette residue paste.	100	* *	Switzerland, 100%	
Musk ambrette residue pdr		* *	Switzerland, 100%	
Musk ketone	350		Switzerland, 100%	
Musk P. C	500		Switzerland, 100%	
Musk xylene residue paste Neroline (b-naphthol ethyl	100		Switzerland, 100%	
ether)			France, 100%	
Oleo musk			England, 100%	
			Germany, 87%	
Phenylacetic aldehyde	86	* *	France, 13%	
Dhamalathal alashal	475		Germany, 74%	
Phenylethyl alcohol	4/3		France, 21% Holland, 5%	
Phenylethyl alcohol extra G	100		France, 100%	
Phenylethyl propionate			Holland, 100%	
Phenylpropyl acetate			Switzerland, 1009	
Phenylpropyl aldehyde			Holland, 100%	
Vanillin crystals			France, 100%	

Inquiry Into Methanol Duties

The Tariff Commission has recently announced the ordering of an investigation into duties on methanol. The inquiry was ordered as a result of complaints by domestic manufacturers of wood alcohol relative to excessive imports of synthetic methanol from Germany. Latest figures show that in June methanol imported in the United States totaled 61,040 gallons valued at \$26,504 which is only about half the total imported in May, when 115,120 gallons valued at \$52,917 were imported. In the first six months of 1925 about 320,000 gallons valued at about \$145,000 have been imported. In the entire year 1924 only forty-eight gallons valued at \$29 were imported.

The Tariff Commission is sending out two crews of two men each to do the domestic field work in its methanol investigation. Each will be composed of an economist and an accountant. One will go into the Michigan-Wisconsin area, where there is a considerable center of methanol production while the other will go into the Eastern center of production in New York and Pennsylvania. There are estimated to be about seventy plants where methanol is made in this country.

It is uncertain how the foreign end of the investigation will be handled in view of the probable impossibility of obtaining active information on German costs. Nothing will be done relative to the German end of the industry until members of the Tariff Commission who are now out of town return to the city. Chairman Thomas O. Marvin and Vice Chairman A. P. Dennis are conducting hearings in Seattle at present.

Government Appeals Pinelyptus Decision

The Treasury Department has applied to the United States Customs Court of Appeals for a review of decision of the Board of General Appraisers involving the appraisal of certain essential oils.

The board rendered a decision on the classification of merchandise described as a combination of pine oil and eucalyptus and resignated as pinelyptus, which was assessed at the rate of 40c per pound and 50% ad valorem under paragraph 61 of the Tariff Act of 1922 and was held by the Board to be properly dutiable at 20% ad valorem under paragraph 1459. The government asked for a rehearing, but this was denied by the Board. The Treasury Department therefore asks for a review by the Court.

INDUSTRIAL ALCOHOL AT WASHINGTON

(Continued from Page 330)

prohibition commissioner; nor to reports on Forms 1420, 1423 and 1427, which shall be made separately as to each state, or portion of a state, under the control of the administrator, and forwarded to the prohibition commissioner.

"Regulations 61, Revised, effective August 1, 1925, provide, among other things, for the control of the manufacture, sale, and use of specially denatured alcohol by federal prohibition administrators instead of collectors of internal revenue as heretofore; also supervisory control of officers assigned to and operations conducted by industrial alcohol plants, bonded warehouses, and denaturing plants, as provided in Article 120 of Regulations 61. Pending completion of the necessary reorganization, collectors will transfer the necessary files and records relating to such work to the federal prohibition directors of the respective states in which the various collection districts are located, and such directors are, from the effective date of Regulations 61, authorized and required, until further notice, to act as federal prohibition administrators with respect to such control of the manufacture, sale and use of specially denatured alcohol, as well as to perform other functions and duties for which such administrators are responsible under revised Regulations 61.

"The exceptions to existing regulations, and the provisions of permits, bonds, and other instruments, relating to intoxicating liquors, and to denatured alcohol herein provided, and the revocation of previous regulations and instructions as provided by Article 125, Regulations 61, effective August 1, 1925, are not intended to; and shall not be deemed to affect, any existing permit, or any act performed, right accrued, or liability incurred, or any pending suit or other proceeding, whether administrative, civil or criminal.

"Regulations 60 will be revised as soon as practicable to conform to the procedure herein outlined."

Alcohol Police Fee Now Improbable

Manufacturing chemical interests have got the impression that the railroads' Trunk Line Association will not push the proposal for a \$50 policing charge on carload shipments of alcohol, which was recently the subject of a hearing in New York. The charge is denounced as rank discrimination, and if it is attempted, alcohol distillers and consumers will oppose it vigorously.

Denaturing Formula Modified

Specially denatured alcohol formula No. 39-D has been modified by the internal revenue bureau, to read as follows:

—To every 100 gallons of pure ethyl alcohol add 1 gallon oil of bay, N. F., and 50 ounces avoirdupois quinine sulphate, U.S.P., or 200 ounces avoirdupois sodium salicylate, U.S.P.

Official Copies of Regulations No. 61

Persons desiring extra official copies of Regulations No. 61, revised July, 1925, can procure the same by sending 15 cents per copy to the Superintendent of Documents, Government Printing Office, Washington, D. C.

ARE YOUR SALESMEN "ORDER-TAKERS"?

If So, They Are Not Performing Every Duty Which Actually Should Be Expected of Them? Are Forced Sales to Retailers of Real Benefit?

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

Of recent years the term "order-taker," applied to salesmen, has become understood as a reproach which narrowly escapes being a direct insult. To call a man an order-taker is now considered as equivalent to calling him no salesman at all. Anybody, it is implied, can go out and take orders that are waiting for him; it is the province of the real salesman to get orders where there aren't any.

The teaching of so-called salesmanship by correspondence schools and in classes, and the training methods of high powered sales managers, are chiefly devoted to converting mere order-takers into salesmen who can create business where there isn't any, and sell to a man who doesn't want to buy, a big order of goods he doesn't need.

Printed Courses in "Salesmanship"

Some of these printed "courses" in salesmanship make very interesting reading. The salesman is instructed in every method of approach, every form of effective presentation of his proposition, and every method of diverting the mind of his "prospect" from adverse or negative channels. He is taught how to meet and overcome every sort of objection; how to lead his victim along from one slight concession to another until the sum of those concessions equals complete surrender; how to clinch the sale before the victim can reconsider, and how to make a graceful get-away before he can collect his disordered wits and cancel the order.

The sad thing about such instructions in salesmanship is that nowhere is anything said about the interests of the man who signs on the dotted line and pays his money. That poor devil is not assumed to have any rights to be considered; whether he needs the goods or not is of no consequence; whether he can use them or sell them is immaterial.

Strong Arm Tactics Are Ephemeral

These strong-arm methods of selling are used chiefly by the house-to-house salesman. His only object in life is to make one sale per house, or to approach as nearly as possible to that glorious ideal. He never expects to come that way again—at least not with the same merchandise—and according to his ethics, there is no reason in the world why he should give the slightest consideration to the interests of his "prospect." He will sell his book on the care of babies to a maiden lady of 85 without the slightest compunction. The more useless his wares are to his victim, the greater the proof of his salesmanship, the greater his pride in his achievement.

But when such high handed methods of selling are utilized by the representatives of a manufacturer of commodities of general public consumption, when the salesman approaches the retailer with the firm purpose to load him up with the biggest order which can possibly be secured, regardless of the dealer's needs, then we have a situation which is fraught with grave danger to the retailer, to the manufacturer, and to business in general.

It is quite futile to claim that this method of selling is either obsolete or going out of fashion. True, many wise and far-seeing manufacturers have discarded it; but in the sales departments of thousands of their competitors, salesmen are drilled and lectured and admonished, over and over again, in the ungentle art of getting the order, regardless of everything but the ability of the buyer to pay his bills.

The main idea is that, regardless of business conditious or other modifying circumstances, the sales of 1925 must beat the record of 1924; September of this year must go ahead of September of last year.

This in itself is a very worthy and commendable purpose. Everybody wants his business to grow. But the only real growth a business can show is that which arises from an increased consumption of its products—consumption, not sale. Hence the problem of the manufacturer is to induce more people to use his goods. This may be done by invading territory in which the goods have not previously been marketed; by doing more and better advertising; and by devising ways in which the goods are made more useful, and therefore more tempting, to the consumer.

Salesman Must Know His Territory .

These sensible, business-like methods of insuring business growth seem slow, uncertain and roundabout to many manufacturers; they feel that the quick, sure, direct way to beat last year's record is to load up the retailers. So the salesman goes forth with this one idea in mind. He has his "quota"; in thirty days there will be a showdown in the home office. Woe betide him if he falls behind his "quota."

He knows that the merchants in a large section of his territory have had a poor season; he knows that many of them must have considerable stock still on their shelves; he knows that the prospect of poor crops is making the consumers keep a firm clutch on their pocketbooks. But there is his "quota," set by a sales manager who will listen to none of these facts; who closes his ears, pounds on his desk, and growls out sinister threats of "making changes if he can't get results."

In every community there is a certain normal demand for every commodity. The extent of this demand depends upon many factors. If the commodity is a luxury, it depends upon the financial ability of the community to absorb luxuries; upon the general public attitude toward luxuries; upon the manner in which this particular luxury is adapted to the prevailing mode of living; upon whether "times" are good or bad; upon the amount and nature of competition, and other factors.

It is the salesman's job to know just what these conditions are in every town he covers.

In every community, there are a number of outlets for every commodity—retailers who severally command a certain amount of business, who cater to a certain class of trade, and who can normally dispose of a certain quantity of the commodity in a given time. It is the salesman's job to know all there is to know about these retail outlets. With this information at hand, the manufacturer's problem is how to increase this normal demand for his commodity in a given community. One way, of course, is to get more than his share of the business already being done, to take business away from his competitors. This is a reasonable kind of ambition, especially if he offers a better product, or an equally good product at a lower price. Another way is to induce the consumer to buy more of his

commodity, and spend less money for other luxuries. Plight of the Man Who Holds the Bag

Now, what happens when the manufacturer desiring to increase the normal demand for his product, in either or both of the ways mentioned, loads up the retailer with more goods than he can normally sell, and leaves that unfortunate man to hold the bag?

The inference is that, having been inveigled into stocking the goods, the retailer will in some way or other get rid of them.

Maybe he will, but how? He stands face to face with that normal demand we have been considering. The buck has been passed to him; in order to get rid of the goods, he must induce people to buy the A Brand when they ask for B—in other words, he must substitute—or else he must force the goods upon people who had intended to spend their money for something else.

If he does either of these things, he does them with a bad grace and a sour stomach, mentally resolving that he will never be caught that way again. And the condition of his temper and stomach will not be improved if he has to resort to the cut price method in order to dispose of the goods, and thus give away the major portion of his profits. The dealer will cut prices fast enough to suit his own ends; but he hates like the devil to be forced to do it.

"But," says the manufacturer, "I should worry. The dealer gets the merchandise out into the hands of the consumers, they will come back for more, and Mr. Dealer will have to give me just as big an order next time. He'll have to meet the demand."

Best Laid Plans Quite Often Miscarry

Very fine—if it works out that way. But it seldom does. This little adventure in forced sales has not increased the normal consumption of the class of goods in question, nor of the aggressive manufacturer's particular brand, one iota. It has forced out a lot of goods for which there was no normal demand. No flapper will powder her nose twice before she starts down town, just because she has an extra can of powder on her dresser. Henry won't shave twice because he has an extra tube of shaving cream, neither will he use more cream than usual. And when the extra face powder and the extra shaving cream are used up, will the flapper and Henry buy more of it, or will they go back to the thoroughly satisfactory brands they used to buy?

It cannot be too often repeated that it is the manufacturer's job to sell his goods to the consumer, not the retailer's job. The immortal truth that goods on the dealer's shelves are not sold, but merely on the way, is still too little understood.

Furthermore, the good will of the retailers is absolutely essential to the success of the average manufacturer. Some manufacturers have reached so exalted a station in the world of business, that they can load a retailer up to the gills at their own prices and on their own terms, and

not care a continental whether he likes it or not. But these manufacturers move the goods off the dealer's shelves by tremendous advertising campaigns; at least they do their own work of creating the demand.

The manufacturer who looks for a real and healthy increase in his business should secure it by increasing the number of his ultimate consumers, or by increasing the volume consumed by his present consumers, or by both methods.

Until he does this, he is getting nowhere at all when he loads up a dealer with goods for which there is no actual immediate demand.

In the toilet goods business, especially as relates to what may be termed staples, it is not an easy matter to increase consumption except by taking customers from competitors. In the average community, what we may call staples, talcum, face powder, denifrices, face creams and the like, are used by a very large percentage of the possible market. New consumers can of course be secured, and they are likely to be permanent customers of the manufacturer who secures them, but their number is not great.

Switching Buyers from Lame Duck Items

In the average community, though, there are scores of lame duck products which have a very small sale, and whose consumers, never having been thoroughly "sold," are easy to switch. There are on the market scores and hundreds of toilet products which are never advertised, which have no real excuse for existence, and which are barely hanging on by the skin of their teeth. The consumers of these products readily respond to intelligent and forceful advertising, and may be gathered in by the thousand by any enterprising manufacturer of well established merchandise. Here is the great field for business expansion, ripe for the harvest.

The manufacturers who go after business can get it. Having got it, the retailers will be ready and willing to carry the necessary stocks to handle it. And in these circumstances, order-taking will be the only form of salesmanship necessary.

It is the salesman's job, as I see it, to know the possibilities of every town he covers, and to make his own "quota" on the basis of his knowledge. It is his job to gain the dealer's good will and confidence by always playing fair with him, and to protect that dealer against the follies of wrong headed manufacturers and bull headed salesmanagers. It is his job to help the dealer sell the goods; to urge him to use such window displays, counter cards, and other dealers' helps as will be of real assistance to him, and to make his own relations with the dealer so pleasant and helpful that competitors will find him poor picking. When these things have been done, the best of salesmen becomes merely an order taker, and that is what he ought to be.

HOW TO LIVE LONG BARRING ACCIDENTS

As long as a man can walk, he will live. He rides to his grave. Moral: Walk more and live longer, is the advice given by the Silent Partner.

Depending on what you are doing, tells how many times you should eat each day, and probably how many times you can afford to eat. Moral: Do more and you can eat

A sane and successful man will not overwork, but the failure fellow will worry himself sick. Moral: Work is the best doctor—worry is disease.

The silk cord running through the chain of all virtues is moderation. Moral: Moderation is the pleasure of the wise. Excess etches early epitaphs.

Sing or laugh two or three times a day. Sleep in the open. Love somebody. Hold your temper until you get in the hills. Insist on having stalwart ancestors, and you will live until some auto hits you.

HOW TO BUY FLOWER ABSOLUTES

Pertinent Facts About Origin and Methods Used in Manufacture Standards Suggested for Makers; Cheap Products Often Prove Costly

By WILLIAM A. POUCHER, Ph.C., London, Eng.

Author of "Perfumes and Cosmetics"

When you buy flower absolutes do you ask for an ordinary quotation?

If you do and want the best product, then you are making a mistake.

This statement on first sight may seem a little abnormal, especially so to keen buyers—and they exist in the perfumery trade. But in actual fact, as I shall endeavor to prove, this assertion will bear the closest inspection.

Rose and jasmin absolutes are the two flower products which sell big, the others, tuberose and orange blossom have a smaller circle of users, while mimosa, cassie, etc., are only used by those chemists who have experimented widely and found how to employ them very advantageously.

Early Experimentation

A flower absolute in the strict sense of the term means the whole of the perfume element in the flower (as far as it can be extracted) without natural waxes, pigments, etc. The process generally used for this purpose was first experimented with by Robiquet in 1835 who used jonquil flowers and extracted them with ether. He obtainer the perfume having all the delicacy of the flower. At this time petroleum was not so well known as a solvent and the further experiments conducted by Millon in 1856 were made by utilizing other solvents such as benzene, carbon disulphide, ethyl alcohol, chloroform, etc. He and his coworkers, however made use of an open plant and their losses of solvent were so high that the process never became a commercial success.

In 1879 Naudin patented a closed apparatus which eliminated these losses and as we now know thereby laid the foundation stone of the present volatile solvent process. He used the fractions of petroleum which distilled at a low temperature and also to some extent methyl and ethyl chlorides. The former were found to yield best results in terms of concrete and Naudin then proceeded to eliminate the pigments, waxes, etc., by solution in alcohol, freezing, filteration, and evaporation of the solvent in vacuo, This process as is well known is universally adopted by the manufacturers of flower absolutes and very probably over ninety per cent of them are produced by this method. The others are (in a small percentage of cases of jasmin and tuberose) obtained by extracting the enfleurage pomade and in certain cases are to be preferred. The former however are generally asked for by buyers who know what they expect to get so that for the purpose of quotations they are, more or less, obtaining a standard product prepared by a standard process.

Obtaining the Raw Materials

It is necesary now to look a litle further back and examine the question of raw materials. It is customary for the flower growers to arrange the price of flowers before the crop is collected and providing a reasonably good yield is anticipated after a normal season the different manufacturers pay the same price. If on the contrary atmospheric conditions have been such that a poor yield is anticipated,

then it is often found that in spite of pre-arranged prices some speculator steps in and buys up as much of the crop as he can at a figure in excess of that agreed upon.

Such instances come up now and again when there is naturally a slight variation in the cost of the finished absolute, but keen buyers observe these fluctuations which are recorded in the Grasse reports printed in this paper, and bear them in mind when making a purchase. When the crop is normal however no such fluctuations occur, but there is another aspect of the case which requires to be considered. Many of the larger firms grow a proportion of their more important raw materials. As progressive concerns they naturally study the question of soil, manure, situation, etc., with a view to obtaining blossoms rich in perfume and in consequence of high yield.

It would, however, be absurd to assume that any one company has succeeded in consistently obtaining a better product and a higher yield than all other firms for every one of the flowers used by them in the production of absolutes. It can therefore be reasonably assumed that from the point of view of yield, all makers are using flowers which so nearly approximate that they may be considered to be of standard quality.

Having therefore agreed that the raw materials and process approximate so closely as to be identical how is it possible to obtain any one flower absolute from two sources of supply—the one at sometimes double the price of the other? It is of course common knowledge that odorless solvents such as ethyl phthalate, benzyl benzoate, amyl benzoate, etc., are used as diluents, while some firms employ alcohol. Providing these dilutions are made clear to the purchaser no complaint can be made, but it is obviously wrong to send out dilutions described as absolutes. Manufacturers do not do this from choice but simply to meet competition, so called. To overcome this difficulty some makers have recently prefixed their description by "perfect" or 'prima" denoting the fact that the absolute is purebut of course the price is always high which frightens some short-sighted buyers. It is more economical in the end to buy the purest obtainable, even if it is the dearest, and then make the dilution oneself.

Variations in Prices

When buying absolutes therefore ask your different agents to submit samples and prices for guaranteed pure absolutes. Insist on the fact that purity is essential and price of secondary consideration.

There will of course be differences, but not big ones, between the prices submitted; with the guarantee above desired, these variations in price can be attributed to the fact that one maker is satisfied with a smaller margin of profit than another.

The difficulty next presents itself of deciding which of the guaranteed pure absolutes to buy. The final test is of course that of odor. These delicate flower products are extremely unsatisfactory to judge in concentrated form and a one per cent dilution in alcohol should therefore be made of each sample. On being left for a week and then a known number of drops placed on an odorless absorbent strip of paper a much better comparison can be made. Should there be any doubt between say two of the samples it is more conclusive to make up speciments of the perfume for which the samples are intended and then make a comparison after maturing.

In conclusion it seems very desirable that the makers of absolutes should get together and for their own protection arrive at some definite arrangement concerning the marketing of these products. It would help buyers if only two standards of each odor prepared by the volatile solvent process were listed:

1. Absolute Flower Oil—guaranteed.

2. 10%

This would enable the small user of the expensive oil (such as jasmin is now) to make his purchase and know what he is getting. Whereas now he does, in fact, buy a dilution to get his price down but he does not know the strength of that dilution and often when he thinks he is buying cheaper, he is merely getting a weaker solution.

U. S. PEPPERMINT CROP FORECAST

About 16,000 acres of peppermint will be harvested this year, for the distilling of peppermint oil, the United States Department of Agriculture announced on August 10. Of this area, about 12,000 acres are in northern Indiana and 4,000 acres in Michigan. At the end of the planting season, this year, there were about 26,000 acres in peppermint in Indiana and somewhat more than 9,000 acres in Michigan, or about 35,000 acres in the two states. Less than one-half of this remains for harvest after the damage by frost and wind in the last week in May and the first week in June.

Last year, about 18,000 acres of peppermint were actually harvested in Michigan and Indiana after about one-third of the acreage had been abandoned. The acreage planted to peppermint in the spring of this year was much greater than the planting of 1924, but frosts and high winds destroyed a large acreage and retarded the growth of an additional acreage, so that it will yield but little peppermint, though some of it may make a stand for next year.

The bulk of the material, or straw, per acre last year was large, but the oil yield low. This year the material per acre will not be more than two-thirds as large as last year, but the yield of oil per "charge," it is expected, will be nearly twice as much. The plants, this year, have a high proportion of leaves to total bulk.

The peppermint industry has had two years of short crops, following sesveral years of overproduction. The acreage has been constantly expanded each year, but on land less adapted to the crop and by inexperienced growers. Hence, the production has not increased as the acreage has.

Growers and buyers estimate last year's production of peppermint oil at 300,000 to 330,000 pounds. The expectation seems to be that about the same quantity will be produced this year. The normal yearly consumption in this country is supposed to be about 400,000 pounds. In the calendar year 1923, a little more than 123,000 pounds of peppermint oil was exported from this country, valued at \$366,273, or about \$3 per pound, and in 1924 the exports were 176,820 pounds with a value of \$846,528, or nearly \$5 per pound. During the last winter the price of the oil soared as high as \$12 to \$15 per pound. Imports of 376 pounds of peppermint oil were reported for 1923 and 8,469 pounds during the first half of 1925.

Beauty Hint for Thin Persons

Jump out the attic window and you'll come down plump.

—Jack-o-Lantern.

NEW YORK TRADE GROUPS TO GIVE POOR BOYS FREE FARM TRAINING

Under the joint leadership of Abraham Erlanger, former president of the B. V. D. Company, Adam L. Gimbel, vice-president of Saks & Co., and Manny Strauss, business consultant, trade and professional men of New York City will give complete equipments for a successful life career upon the farm to 120 deserving city boys every three year, by providing them with full scholarships through the National Farm School at Doylestown, Pa.

The school was founded twenty-eight years ago by the late distinguished Philadelphia rabbi, Dr. Joseph Krauskopf, mainly with the idea of offering to Jewish city boys, of limited means, an exceptional opportunity to return to the agricultural occupation of their ancient forebears. Its entrance requirements have never been sectarian, however, and today it numbers hundreds of successful graduates of all creeds in every part of the country.

With board, lodging, clothing, books, tuition, equipment, in fact everything, entirely free, it offers an exceptional three year course in practical scientific agriculture. The student learns by actually farming the institution's 1,100 acres of land, as well as by laboratory and class-room instruction. Of recent years there is said to have been an average of forty applications from agricultural employers for every graduate.

New York philanthropists were recently called upon to assist in a plan of expansion for the new overcrowded institution and the present trade and professional group movement in New York has arisen in response to this appeal. Mr. Gimbel, who is chairman of this phase of the work for the Farm School, with an office at 1482 Broadway, explained it recently as follows:

"The rest of the country has already contributed, and is now contributing, some handsome sums for the immediate physical expansion of the National Farm School to the point where it can take care of 120 additional students; and New York is undertaking to provide the maintenance for those boys. It will cost about \$600 per boy per year, to keep them at the enlarged school. To establish 120 perpetual scholarships would require the income from a perpetual scholarship endowment fund of \$1,200,000, that is \$72,000 a year."

"At an early date" continued Mr. Gimbel, "we hope to

"At an early date," continued Mr. Gimbel, "we hope to establish just such a \$1,200,000 fund in the name of New York. But we do not care to institute a drive of this size at the present time. Yet, meanwhile, the opportunity and the need are immediate. Therefore, for the years of 1925-6-7, we are confining ourselves to raising the income only, rather a small matter considering the exceptional worth and human appeal of the cause, and we are already practically assured of success.

"Considerable money has already been raised and now leaders are volunteering for the work every day. Before the end of the summer, contributions toward the maintenance of New York's 120 boys will have come from practically every trade and professional group in the city, and we know positively, by now, that they will finally be in sufficient amounts to complete the job.

"The spirit in which our requests are being greeted," he added, "is simply wonderful. New York business men can see beyond their own businesses and they are far from blind to the appeal of the soil. Furthermore, nearly everybody likes to give a deserving youngster a real chance in life. At least we are finding these things to be so."

Youngest Grandmother Has Hair Bobbed

It looks like more records are being broken in barber shops than in phonograph shops!

The latest one to come to our attention is the work of John Smith, who operates a barber shop in Marble Rapids, Mich. Mr. Smith recently bobbed the hair of the youngest grandmother in existence. Her name is Mrs. Edgar Frisbie and she is 31 years of age.

bie and she is 31 years of age.

This entitles Mr. Smith to the tissue-paper hair clippers.

Whooze next?—Square Deal.

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BORONIA CULTIVATION AND ATTRIBUTES

Some Interesting Facts About This Natural Perfume Material

By H. V. MARR

Managing Director, Plaimar Ltd., Perth, Australia

It is quite common to see in perfume manuals, formulas for the preparation of Boronia perfume. Such formulas are compounded according to the individual conception of the maker of what the perfume of Boronia actually is. In no one of these formulas is any pretence made that the perfume has any origin from the flower for which it is named. In fact, it is a synthetic perfume compounded to give as closely as possible the perfume of the flower which it represents.

Anyone who has visited Australia, particularly Western Australia, during the months of August, September, and October, will have a true idea of the actual aroma of this Australian flower.

At that time of the year, sprays of Boronia are sold in the streets of Perth, and also in all capital cities of the various states of the Commonwealth and the fragrant perfume of the Boronia blossom permeates the busy thoroughfares and strikes the nostrils as a most refreshing and fascinating perfume.

Outside of Australia, Boronia is very little known, but many a traveler to the Antipodes has pleasant recollections of this pretty flower.

It is a native of Australia, particularly West Australia. There are several botanical varieties, some of which have a sweeter scent than others. The variety which possesses the sweetest perfume is known botanically as Boronia Megastigma and grows in its native state prolifically in certain districts of West Australia. Growing better under moist conditions it is found in the lower latitudes of this large State, being confined more particularly to the extreme southwest where the conditions of rainfall and climate enable the plant to survive high summer temperatures.

The name Boronia was given to this native plant to commemorate a young Italian botanist, Francis Borone.

The variety which this article deals with is the Boronia Megastigma, a small plant which has been known to attain a maximum height of as much as seven feet when growing alongside of tall scrub. Generally speaking, however, it is a small bushy shrub attaining a height of approximately four feet. It throws out long thin branches having small narrow leaves and in the blossoming season puts forth a bud at the base of each leaf.

This bud develops into a pretty bell-shape blossom having a golden yellow interior and a deep copper colored exterior. The blossom is distributed throughout the whole length of the stalks and a well developed bush in full bloom presents a very pretty sight.

It occurs prolifically along the creeks and swamps and may be seen growing vigorously in ten or twelve inches of water. These swampy thickets may be almost entirely covered with the shrub.

It is not surprising that the Boronia flower has attracted the attention of those interested in essential oils and perfumery. Numerous attempts have been made from time to time to produce a perfume from this flower, but the results have not in the past been encouraging. Attempts to distil the flower and isolate the perfume in the form of an essential oil were unsuccessful owing to spoiling during distillation of the delicate aromas which comprise the true Boronia perfume. Many methods have been tried including enfleurage and extraction by volatile solvent.

When the blossoming season is at hand, parties of pickers adjourn to the bush, each one supplied with a specially designed comb, which, if held and used in the correct manner, successfully removes the little round blossoms from the sprays without dislodging the small narrow leaves. This blossom falls into a container to which the comb is attached. The container takes approximately ten minutes to fill, so that the operation of combing is to a large extent a continuous one.

The operator carries with him, or her, a four-gallon tin with a wooden lid. This tin is used as a seat while comb ing, and when full will hold approximately fifteen pounds of blossom.

The blossom is brought to one centre where it is subjected to a process of sifting to remove any leaves or small tufts, and from thence is hurried to the distillery. At the distillery the blossom is subjected to inspection before being submitted to a special process of extraction at low temperature whereby the perfume is obtained unimpaired.

The resulting extract contains all the natural flower waxes, together with the aromatic constituents, and the form in which it is sold by the makers is a brownish green semi-liquid of very pungent odor, and when diluted to the required strength there is produced the natural fragrance of this pretty Australian flower.

Swamp land being generally the most fertile, it follows that the advance of settlement entailing the reclamation of virgin ground for agricultural pursuits will eventually result in the destruction of Boronia thickets unless encouragement can be held out to the settlers to conserve the Boronia existing on their holdings and to this end distillers are endeavoring to demonstrate that it will pay to preserve the Boronia from destruction.

The advance of settlement, with its accompanying burning off, bad disastrous results last season in that large areas of this native bush were consumed in the fire, resulting in the shortening of supplies of blossoms.

With regard to the cultivation of the shrub, tests are being made to ascertain the possibility of cultivation with a view to gaining knowledge as to the results and its effect on the quality and yield of the perfume.

"Ideal Publication," Says Reader in India

(G. S. Ranade & Co., Perfumery Raw Materials, Natural and Synthetic Perfumes, Girgaum, Bombay, India.)

We regard The American Perfumer as an ideal technical publication. That speaks volumes about the efficiency of the publishers and the enlightenment to which the perfumery trade has reached in the United States of America.

AUGUST REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

Grasse, August 8.—Following is the monthly report for August on Essential oils and floral products:

Orange

Inquiries for orange products are arriving regularly; the concretes, neroli, pomades, etc., are being sold normally without price fluctuations.

The distillation of the leaves has not been finished. Petitgrain oil is rather scarce and the price high.

Rose

Although the market for rose products is not very active, sales are regular and everything will be sold between now and the end of the winter, since the crop has been a little deficient everywhere.

In spite of the growing competition of the Bulgarian concrete the Grasse concrete keeps the first place and its use will always be preferred to exotic products by perfumers jealous of the fineness of their perfume compositions. The wide experience of the Grasse industrialists as regards the manufacture of the products obtained by the volatile solvent process cannot be acquired in a few years; whatever efforts the Bulgarian houses may make, they will find it difficult to compete with the Grasse products since it is necessary in the first place to figure on the value of the flower itself. Now, the Grasse rose is entirely different from that cultivated abroad and it cannot be transplanted into any other section. The departments adjacent to Grasse have never been able to obtain satisfactory results so it is evident that a special soil and a particular climate which are exclusive to Grasse and the immediate environment thereof are necessary for the cultivation of the Grasse rose.

Tuberose

The crop commenced a few days ago. It does not seem to be very large, but no exorbitant rise is looked for on account of the feeble demand which has prevailed of late.

Iasmin

The crop of the jasmin flowers commenced last year on July 16. On account of the persistent coolness which we had in the month of June and during almost the entire month of July, the jasmin buds have not opened readily, and that is what accounts for the delay in this flowering. The crop is barely just starting and nothing is known as yet of what will be the general result. Only the last two or three days have we had a little heat, but it will be absolutely necessary for this heat to continue for at least two months, so that the crop may be normal. Nevertheless, a very good crop is not looked forward to, since when the harvest starts so late, it is a rare thing if the time lost can be made up for in the end.

Discussion has started as regards the fixing of the price of the flower. As usual, the producers have asked very high prices, but thanks to the foresight of the Grasse industrialists, aided by the Parisian Perfumers' Syndicate, it has been possible to bring back to lower limits the prices asked by the producers.

It is thought that the rate will be a few francs lower than that of last year; at all events, it will not be higher.

In our next report we will be able to give more accurate details on this subject as regards the prices of the flower

Lavender

Distillation has commenced in certain early sections.

As a result of the rain and mild temperature which we have had, the lavender plants have grown normally and the flowering is superb. Unfortunately, the highly nourished and very developed plant weighs double last year's plant, which, being dried in part by the intense heat, gave a yield twice as high as that of this year. The result is that the cost price of the lavender distilled up to the present is rather high and may even be called very high, since where last year, for instance, it took 120 kilos of flowers for one kilo of oil, the quantity required this year is more than 200 kilos of plants.

Changes in the yield may still occur if the heat we have had for several days continues; in that case the distillers will be able to secure a sufficient yield of oil so that the cost price will go down in substantial proportions.

In our September report we will also be able to give other more detailed data on this subject, since meanwhile there will have been some transactions concluded and an accurate idea will be feasible concerning the value of the crop.

There is reason to bear in mind the difficulty of being able to find enough gatherers who want to earn several ten-franc pieces a day; it must also be recognized that even with plants in large quantities, a crop might not be large on account of its being impossible for the distillers to have all the lavender plants cut.

Acnie

The aspic oil situation is connected with that of the lavender. There is one additional difficulty, however, which results from the fact that the price of the lavender oil is appreciably higher than that of aspic oil; now, the distillers must pay nearly the same price to the gatherers who do not want to earn less than for gathering the lavender plants.

Geranium

The weak demand at present has caused a slight slackening on all the geranium oils in general. The Algerian oil however would seem to be slightly on the rise.

Mint

A slight slackening on all mint oil is being discounted.

Rosemary and Thyme

The distillers' work on these two oils has been completed. It is announced that there is a deficient crop of thyme, especially in the sections producing oils having a high percentage of thymol.

The rosemary distillation is normal, also the crop.

Clary Sage

Distillation began about twenty days ago. It will be

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

AMERICAN SOCIETY OF COSMETICIANS: SIXTH CONVENTION



SIXTH ANNUAL BANQUET OF ASSOCIATION HELD IN THE SHER IAN HOTEL, CHICAGO, TUESDAY EVENING, JULY 28, 1925.

The sixth annual convention of the American Cosmeticians' Society was the most successful in its history. It convened in the Assembly Hall of the Gossard Building, Chicago, Monday morning, July 27 and held two sessions daily for three days. The address of welcome was by Mrs. E. W. Bemis, woman member of the Cook County Read of Commiscences and it was responded too felicious.

Board of Commisioners and it was responded too felicitously by a number of the delegates. The sessions were well attended, with the president, Dr. Nellie B. Cooper in the chair and the scribe, Frances Martell, at the secretarial desk. Business was dispatched in good order and a lively interest was evinced in all subjects presented in papers and speeches, or otherwise called to the attention of the assembled cosmeticians.

The key features of the program were the President's address, and the report of the Committee on Legislation, of which latter Mrs. R. J. Maurer is chairman. These two documents gave in the concrete the reasons why the convention members were so jubilant and why the last year's work was voted the biggest thing in the A. C. S. history, namely, the passage of the cosmeticians' standard licensing bill by six states during the year—Arkansas, Oregon, Illinois, New Mexico, Missouri, and Utah—and the strengthening of the Wisconsin law by suitable amendments. An-

other outstanding achievement was the growth of the Society during the year sufficiently in numerical and financial strength to warrant the opening of a permanent National Headquarters for the society, which was done by resolution, the same to be located (and now opened and in full swing) in the Vanderloop Building, 167 East Ontario street, Chicago. Especially good work had been done in California, Texas, Oklahoma, Michigan, Iowa, Nebraska and New Hampshire, and it is confidently expected, the report indicated, that the Cosmeticians' bill will be passed by their Legislatures at the next session. Representative Rena Elrod, one of the women members of the Illinois

Legislature, who introduced the model bill in that body and piloted it through to success, with the help of Illinois cosmicticians, was present and made an interesting and snappy talk to the convention.

Among the addresses that made hits with the cosmeticians assembled was one on "Business Ethics" by Frank D. Mayer, vice president of the Vanderhoof Advertising Agency. Another, "Insurance," by W. H. Alger, insurance

Agency. Another, "Insurance," by W. H. Alger, insurance specialist; then "Organization" by Hon. R. G. Soderstrom, of the Illinois Legislature; "The Development of Personal Beauty," by Edna Purdy Walsh, the well known character analyst: "Progress," by Mrs. R. J. Maurer, president of the Marinello Co. and a whirlwind speaker; "Publicity and Advertising As It Relates To Beauty Products and Service," by E. M. Nolan, of the Inter-Ocean Syndicate; "Public Health and Beauty Culture," by Dr. John Dill Robertson, former Commissioner of Health of Chicago and now president of the Chicago West Parks Board; "Fraternity Between Allied and Competing Trades," by C. W. Godefray, president of the National Hair Dressers' Association; "Personal Responsibility of the Shop Owner in Matters Involving Hygienic Precautions," by Dr. Clara M. Luther, of Minneapolis; and "Ingredients Used by the Cosmeticians," by Dr. Frank B. Kirby, of the Abbott Labora-



and the personnel of those who constitute its membership.

The annual banquet occurred on July 28 at the ShermanHotel, and was a jolly affair. The accompanying illustra-



DR. NELLIE B. COOPER, RE-ELECTED PRESIDENT

tion tells the story better than words. Adjutant-General Frank S. Dickson, of the Illinois National Guard during the term of many Governors, was the toastmaster. He was as good at the job as he has always been as a commanding officer in action. Senator John Dailey, of Peoria was one of the principal after-dinner speakers, and mid flowery alliterations referred to the desire of the cosmeticians to elevate the standard of their calling and give the public the service to which they are entitled. Dr. J. C. Geiger, Assistant Health Commissioner of Chicago; A. M. Shelton, director of Registration and Education of the State of Illinois; and Dr. J. D. Robinson, keen wit and sound thinker, were other speakers. From these talks it was made clear that the city and state authorities would work in close co-operation to keep beauty parlors up to the standard set by the A. C. S. and now established by law in Illinois and some other states.

The exhibits by leading manufacturers made a fine group showing, and convention visitors, most of them buyers, gave detailed attention to the opportunities. According to reports of attendants, the orders booked this year were greatly in excess of last year. Prominent among the exhibitors were: Gibbs & Co., Western Co., Reichman & Faust, American Drug & Chemical Co. (Pariogen), E. J. Rose Mfg. Co., Marinello Co., Va-Per Marcell Waving Machine Co., Rapi-Doll, Inc., William Meyer Co., Koken Co., Goss-Ein, Inc., Eugene, Ltd., Inecto, Inc., Notovitz Co., Felix Coune, Marine Eye Remedy Co., and Modern Beauty Shop.

The list of chairmen of committees which functioned so splendidly last year, besides those already referred to, are: Finance, Mrs. M. B. McGarvan; Publicity, E. M. Nolan; Style Show Arrangements, Mrs. R. J. Maurer; Constitutional Amendments, Dr Nellie B. Cooper. Each state had a chairman directly in charge of the Society's work in her or his state, practically all of whom have been reappointed for another year's service, the list being as follows:

STATE CHAIRMEN

AlabamaDr. J. T. CampbellMontgomery
ArkansasMrs. Fay PalmerLittle Rock
Arizona Miss Jane Cotton Phoenix
CaliforniaTeresa GalliganSan Diego
ColoradoMrs. Mary I. DillonDenver
ConnecticutSusan Jennings New Haven
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UtahSalt Lake City
Montana Otilia Schmitt Red Lodge Virginia M. E. Lunde Norfolk
Virginia M. E. Lunde Norfolk
WashingtonMrs. P. E. WilliamsWalla Walla
West Virginia Isa Taylor Clarksburg
Wisconsin Bertha Hammen Milwaukee
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The election of officers resulted in retaining the full

The election of officers resulted in retaining the full roster which served during 1924-25, as follows:

President, Dr. Nellie Buchanan Cooper, of Louisiana; first vice president, Miss Kathleen Kelly, of Illinois; second vice president, Dr. Vera Cleaver, of Minnesota; third vice president, Mrs. A. M. McCormick of Missouri; fourth vice president, Mrs. Anna McNiff Johnson, of Pennsylvania; secretary, Miss Frances Martell, of Illinois; treasurer, Mrs. M. B. McGarvin, of Missouri.

CHEMICAL DINNER DURING EXPOSITION

A chemical industry dinner with 1,200 in attendance and with General Pershing as the chief speaker is being planned to be held in New York during the week of the Tenth Chemical Exposition, September 28 to October 3. The Chemical Welfare Service Association, of which Dr. Charles H. Herty is president, has inaugurated the movement and has sent invitations to other chemical associations to join with the Chemical Welfare Service group in the dinner. Dr. Frederick Zinsser is chairman of the committee in charge. The dinner will be held at the Roosevelt Hotel, October

The plans of the committee aim to concentrate many of the smaller individual dinners of associations and groups held in New York at the time of the Chemical Exposition into a large reunion of all American chemical interests. The Salesmen's Association of the American Chemical Industry and numerous other organizations will join with the Chemical Welfare Service Association in the banquet plans.

An industrial directory of exhibitors in the Exposition is now being compiled under the direction of the exposition management. The directory will be arranged according to the numerous consuming groups, listing products and equipment sold to each group by exhibitors. The compilation will cover all chemical process materials and machinery and the industries for which they are available. Under each product or group will be listed the various exhibitors who manufacture the article in question with any particular information about the individual products of the different manufactures. different manufacturers.

The Chemical Exposition directory will be compiled rimarily to help buyers who go to the exposition in search of various materials or equipment. It is believed that it will be particularly valuable to foreign buyers who are not acquainted with the names of the American manufacturers or with their products. The volume is expected to make several thousand pages which will preclude its being printed for general distribution to visitors. It will be made up in losse leaf form and held by the preparement. be made up in loose-leaf form and held by the management for consultation when inquiries are received as to sources of supply at the exposition.

Barbers' Supply Dealers Meet Sept. 8-10

Plans for the twenty-second annual convention of the Barbers' Supply Dealers' Association which will be held at West Baden, Ind., September 8, 9 and 10 are being completed by the officers and by a special committee of arrangements made up of members located in the vicinity of West Baden. While as yet no papers have been announced it is understood that questions of trade practice, of credit and of inimical legislation will come up for discussion. As in the past a most interesting program of entertainment is being arranged with a special program for women. The officers of the association who are now busily at work on plans for the convention are: Emil A. Fretz, president; Edward Cuddy, first vice president; J. M. Hoffar, second vice president; and Ray Ervin, third vice president; and A. L. Edlitz and Z. C. Shaw, directors.

International Chemistry Union

The International Union of Pure and Applied Chemistry, at its recent meeting in Bucharest, voted to accept an invitation to hold its 1926 meeting in the United States in connection with the annual meeting of the American Chemical Society. Ernst Cohen, of the University of Utrecht, is the newly elected president, and Dr. James F. Norris, president of the American Chemical Society, was elected vice-president.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our July report, Fred S. Rogers, who was reelected president; Thomas J. Hickey, general counsel and executive secretary, as well as the other officers, both old and new, have been taking proper care of the affairs of the Flavoring Extract Manufacturers' Association of the United States.

The Executive Committee, following the annual meeting, elected Willoughby M. McCormick as National Councilor, which means that he is entitled to represent the Association in the proceedings of the United States Chamber of Commerce. This post has been held for many years by Samuel J. Sherer, of Chicago, with utmost satisfaction to the members of both associations. Both Mr. McCormick and Mr. Sherer are former presidents of the F.E.M.A. Mr. McCormick, lives in Baltimore and consequently is much closer in traveling accessibility to the headquarters of the United States Chamber in Washington.

Alcohol matters are fully covered in our Washington Correspondence in preceding pages of this issue.

The Minutes of the Sixteenth Annual Meeting of the Association, held in Chicago, June 24, 25 and 26, 1925, have been issued in printed form and copies have been mailed to the members. In addition to the regular proceedings the addresses of the various guests and reports of committees are given in full. Here are some of the subjects which are treated in the Minutes:

Welcoming Address, by Mayor Dever of Chicago; Vanilla Labeling and Alcohol Tax Reduction, Symposium of Views Gathered by Research Committee, Frank L. Beggs, Chairman; Detecting Adulteration of Vanilla, C. B. Gnadinger; Labeling of Flavoring Extracts, Dr. J. W. Sale; Food Laws' Relation to Flavoring Extracts, Dr. A. E. Paul; Fire Insurance Facts and Figures, C. W. Jennings, Sr.; Business Outlook Bright, Charles R. Holden; The Phone for Food Movement, John J. Miller; Uses and Abuses of Flavoring Extracts, Mrs. A. J. Peterson; National Advertising and Its Benefits, Homer J. Buckley.

NEW YORK HEARING ON LABELS

A special hearing on the labeling of artificial and compound flavoring extracts was held at the office of Commissioner Pyrke of the Department of Farms and Markets, Albany, N. Y., Monday, August 17 at 2 P. M.

Attending on part of the State were also Messrs. Fee, who is in charge of regulatory work, and Flanders, counsel for the department.

Present on behalf of the Flavoring Extract Manufacturers' Association were Messrs. Rogers, president; Boyles, Weil, of Kohnstamm & Co.; Earle, of Wood & Selick; Albright, of Gumpert & Co.; Katzenstein, of Star Ex-

tract Works; Leighton, of W. J. Bush & Co.; Brown, of Magnus, Mabee & Reynard, Inc.; Hornbeck, of W. Burton & Co.; and Meltor, of Pierre Lemoine, Inc.

Mr. Rogers opened with a general statement of the purpose of the Association to comply with the law, and to inform all purchasers by means of a correct label of the nature of the product, and he stressed the fact that both of these objects could be attained and the interests of the manufacturer conserved without revealing technical secrets as to the detailed make-up of flavoring specialties. Dr. Boyles spoke at length on the technical phases of the situation, and was supported by Dr. Brown.

The attitude of the officials was very friendly and it is expected that the matter will be worked out in a manner favorable all around. It was agreed that President Rogers should appoint a sub-committee to report as to what constituents could well be named on the label, not only to comply with the law as to affording information regarding the make-up of the flavor, but also to conserve the interests of the manufacturer. Dr. Boyles was made chairman, and other members are to be named soon.

The Commissioner agreed that cases that are pending against firms regarding the naming of ingredients would be held in abeyance until the matter is settled.

SODA WATER FLAVORS MANUFACTURERS

Charles O'Connor, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have maintained their activities in the interests of the association and its members.

Secretary Hickey has collected information on various subjects, and has forwarded the same to the members, including bulletins on proposed legislation together with comments on the probable effects of the measures. The New York State situation continues to be interesting and legislative relief will be sought at the January session of the Albany lawmakers.

TAHITI VANILLA FORECAST FOR 1925-26

Consul Lewis V. Boyle, Tahiti, has forwarded a forecast of the vanilla bean crop of Tahiti for 1925-26.

"The vanilla season commences in the Society Islands about the first of June and closes about the end of February," says Mr. Boyle. "For the season that ended in February, 1925, there were produced and exported approximately 2,500 tins of cured vanilla beans, or 220,460 pounds.

"For the season that has just commenced it appears from the best information available from the trade that the crop will not be more than 2,000 tins, or 176,368 pounds.

It is extremely difficult to ascertain the reasons for the decline in the amount of vanilla beans that will be available this season as contrasted with the previous season because there is no crop forecasting service in existence

in French Oceania.
"Nevertheless, two reasons are advanced by exporters. In the first place, the long drought in the Colony from May to October 15, 1924, weakened the vitality of the vanilla vines, and even now they are unable to produce beans as rapidly as they should. The second reason advanced is that for about two years the prices received for vanilla beans have been extremely high; consequently, planters have made every effort to produce the maximum number of beans per vine.

"Therefore, the energy and strength of the vines has been used in the production of beans to a greater degree than is consistent with safe practice. The vines have not had their normal growth and there must be in the future at least for the present season, a smaller product of

"The prices being received at the present time for vanilla beans are not as high as the record prices re-ceived during the season of 1924-25, when prices sometimes rose as high as \$6.80 per pound for first quality beans, whereas now for the same kind of beans \$5.55 is received."

F. E. M. A. COMMITTEES FOR YEAR 1925-26

SCIENTIFIC RESEARCH

Frank L. Beggs, chairman. Styron-Beggs Co., Newark, Ohio. Dr. F. M. Boyles, Jack Beverages, Inc., New York City. Dr. Bernard K. Smith, Garrett & Co., Brooklyn, N. Y. Dr. E. J. Shanley, Baker Extract Co., Springfield, Mass. John Glassford, McCormick & Co., Baltimore, Md. C. B. Gnadinger, McLaughlin-Gormley-King Co., Minneapolis, Minn.

MEMBERSHIP

R. E. Heekin, chairman, Heekin Co., Cincinnati, Ohio. W. H. Hyde, Abner Royce Co., Cleveland, Ohio. E. E. Wade, Wade Extract Co., Orange, N. J. D. T. Gunning, Arbuckle Bros., Chicago, Ill. A. F. Wussow, Price Flavoring Extract Co., Chicago, Ill.

LEGISLATIVE

R. H. Bond, chairman, McCormick & Co., Baltimore, Md.

PUBLICITY

S. J. Sherer, chairman, Sherer-Gillett Co., Chicago, Ill. Clifford G. Harris, Frank E. Harris Co., Inc., Binghamton, N. Y.

B. J. Fishburne, S. P. Hite Co., Roanoke, Va.

TRADE INTERESTS

Geo. H. Burnett, chairman, Joseph Burnett Co., Boston,

Gordon M. Day, Day-Bergwall Co., Milwaukee, Wis. W. A. Upham, Miller Mfg. Co., N. Y. City. F. S. Muchmore, Hallock-Denton Co., Newark, N. J. Paul A. Semrad, Semrad Chem. Co., Chicago, Ill.

TRANSPORTATION

D. T. Gunning, chairman, Arbuckle Bros., Chicago, Ill. H. L. Jenks, Foote & Jenks, Jackson, Mich.

E. L. Brendlinger, The Dill Co., Norristown, Pa.

T. W. Carman, chairman, Baker Extract Co., Springfield, Mass.

L. K. Talmadge, Baker Extract Co., Springfield, Mass.

C. F. Sauer, C. F. Sauer Co., Richmond, Va.

R. J. Massey, Massey & Massey Co., Chicago, Ill.

INSURANCE

C. W. Jennings, Sr., Jennings Mfg. Co., Grand Rapids, Mich.

COMMITTEE ON HOW TO INCREASE SALES

T. W. Carman, chairman, Baker Extract Co., Springfield.

COMMITTEE ON SECTIONAL ORGANIZATIONS

F. S. Muchmore, chairman, Hallock-Denton Co., Newark,

R. E. Heekin, the Heekin Co., Cincinnati, Ohio.

Geo. H. Burnett, Joseph Burnett Co., Boston, Mass. C. D. Craig, Horine & Bowey Co., Chicago, Ill.

VIGILANCE COMMITTEE

All Members of the Executive Committee

STATE COMMITTEEMEN

California: Paul Rieger, Paul Rieger Co., San Francisco. Colorado: Wm. L. Myatt, Morey Mercantile Co., Denver. Connecticut: Chas. S. Williams, the Williams & Carleton Co., Hartford.

Illinois: E. P. Price, Price Flavoring Extract Co., Chicago. Indiana: George H. Lynas, J. B. Lynas & Son, Logansport.

Iowa: C. R. Joy, S. F. Baker & Co., Keokuk.

Maine: C. M. Foss, Schlotterbeck & Foss Co., Portland. Maryland: R. H. Bond, McCormick & Co., Inc., Baltimore. Massachusetts: L. K. Talmadge, Baker Extract Co., Spring-

Michigan: Howard L. Jenks, Foote & Jenks, Jackson. Minnesota: Wm. McMurray, Wm. McMurray & Co., St. Paul.

Northern Missouri: S. H. Baer, Blanke-Baer Extract & Preserving Co., St. Louis, Mo.

Lower Missouri: Rudolph Hirsch, Ridenour Baker Gro. Co., Kansas City.

Nebraska: L. Feltman, McCord-Brady Co., Omaha.

New Hampshire: D. E. Parmenter, Wakefield Extract Co., Sanbornville.

New Jersey: F. S. Muchmore, Hallock-Denton Co., Newark, N. J.

Western New York: J. A. Handy, Larkin Co., Buffalo. Eastern New York: L. B. Parsons, Seeman Brothers, New

Southern Ohio: J. Frank, Frank Tea & Spice Co., Cincinnati.

Northern Ohio: W. H. Hyde, the Abner Royce Co., Cleve-

Oregon: Leo Hahn, Wadhams & Co., Inc., Portland.

Eastern Pennsylvania: C. F. Irwin, L. H. Parke Co., Philadelphia.

Western Pennsylvania: J. L. Klingensmith, Pittsburgh Food Products Co., Pittsburgh.

Rhode Island: B. B. Scott, Providence.

Tennessee: G. C. Davis, Davis Mfg. Co., Knoxville.

Texas: Leo M. Furman, the Furman Co., Houston. Vermont: J. O. Kimball, Kimball Bros. Co., Enosburg Falls. Virginia: C. F. Sauer, Jr., the C. F. Sauer Co., Richmond.

Washington: W. J. Kahle, Crescent Mfg. Co., Seattle. Wisconsin: A. J. Hilbert, A. J. Hilbert & Co., Milwaukee.

Method for Making Tea or Coffee Extract

W. A. Darrah (U. S. P. 1,525,272).-Tea or coffee or other edible substance is ground and extracted at 100° with aqueous glycerin or glycol. The extracts obtained can be stored without deterioration, and when diluted with water yield beverages similar to those produced by direct extraction.

FOOD LAW'S RELATION TO FLAVORING EXTRACTS*

Address by Dr. A. E. PAUL, Department of Agriculture, Chicago, Ill.

To those of us who have been in a position to compare the condition of foods on the market prior to the passage of the Food & Drugs Act, with that existing at the present time, the change is almost marvelous. At that time there were but very few manufacturers who struggled along against terrific odds in an honest, ethical attempt to carry on a decent, honorable business.

Today, I believe that this minority has become the great majority, and I believe that this is especially true of Flavoring Extract manufacturers. I trust, also, that in your great gathering this majority is especially strong.

Flavoring extracts have always been a subject of great interest to me. True, my interest has been along chemical and regulatory lines, to a greater extent than along the line of manufacturing processes. This is necessarily so because of the nature of the duties which go with the work assigned to me. Nevertheless, I appreciate the privilege of sitting in at this meeting, and learning something relative to the problems which you, as manufacturers, encounter, and to hear your discussions as to remedies.

While it is true that the most seriously objectionable practices, from the standpoint of the Federal, and also State, food laws, have been largely eliminated, there still remain types of adulteration and misbranding which we are aiming to correct. May I briefly point these out to you?

Some Types of Adulteration .

1. Representing mere imitations as true flavors. This violation can only be a deliberate attempt at fraud and, while still encountered, fortunately is at this time relatively uncommon.

2. Labeling an imitation as a true fruit extract or flavor without using the words "Extract" or "Flavor." The designation "Strawberry Nectarine" has not been encountered, but I will illustrate what I have in mind. This type can only be looked upon as a reprehensible attempt to remain within the law and yet to mislead the purchaser. Fortunately, the wording of the Federal Food and Drugs Act definitely enables officials charged with enforcement of that Act to check this practice.

3. Designating an imitation product in either of these ways, and adding on the label in a relatively less conspicuous manner such legends as "Artificially flavored and colored" or "Flavoring and coloring added." Such labels for imitation products are quite unsatisfactory.

4. Using satisfactory wording on the label, but attempting in some manner to conceal or hide the qualifying words. This is done either by putting such words in small inconspicuous type, by intermingling with various pictorial devices, or by ingenious color schemes. Such labels, of course, show a studied attempt to deceive.

5. Pictorial devices, particularly of fresh fruit, on the label of an imitation, are deceptive to the purchaser. They catch the eye, even if the exact wording is overlooked, and should therefore not be used on a label for such product, even if the designation and qualifying statements are otherwise satisfactory.

6. Enumerating the principal ingredients, in lieu of declaring the product to be an imitation. This is encountered, particularly in vanillin and coumarin preparations. It is believed, and is in all probability true, that labels of this type have been prepared in good faith, and are attributable

to misunderstanding rather than to intentional deception. Imitations, under the law, must be plainly labeled as such.

7. To use a relatively small amount of true material, and then feature this deceptively on the label. Please bear in mind that a minute proportion of many artificial flavoring materials will over-balance and mask a large proportion of true material. A fraction of one percent of coumarin will entirely mask the flavor of a true vanilla extract. Such a preparation cannot, of course, be labeled "Vanilla Extract," even with a qualifying declaration of the coumarin. It is not even an imitation vanilla extract, but is, in fact, an imitation tonka preparation. Even a true vanilla extract, if highly fortified with vanillin and coumarin, is an Imitation Vanilla and Tonka Extract and should be so labeled, together with a statement of wherein it is an imitation. Again, a grape juice fortified with a fraction of one percent of Methyl Anthranilate is an imitation grape flavor, since the flavor derived from the grapes in that instance is negligible.

8. Failure to declare the presence of artificial color, whenever used. The question has been raised as to whether this is necessary in the case of imitations which are so labeled. This Department has always assumed the attitude that it should, in every instance, be declared upon the label. Please bear in mind that the Food and Drugs Act very specifically prohibits coloring a food product in a manner whereby inferiority is concealed and there is a reasonable doubt that the coloring of an imitation so as to resemble a true product should be allowed, even if its presence is declared upon the label. In fact, there are instances in which this Department has held that it should not be allowed.

9. This list is probably not complete, but will illustrate the principal types of violations which we have encountered. The number of variations and combinations of these, which do or may exist, is of course well nigh legion.

Right here, in this connection, I might mention in passing, the matter of seeking approval or advice from this Department regarding proposed labels. We are not authorized to approve labels. We do, however, at times, criticize them for the guidance of manufacturers who appear to be sincerely desirous of getting their labels into proper shape. It is the desire of our men to give every possible assistance along legitimate lines which conditions and our regulations will permit. It is not, however, the plan to assist any manufacturer in determining just how close he can come to getting by with a deceptive label without actually violating our law. There is naturally no inclination to be of any assistance in such an endeavor.

Some Constructive Suggestions

This much of my paper has been largely in the nature of criticism. I will now undertake the far more pleasant task of making some constructive, and possibly helpful suggestions. It seems to me that you, representing as you do the legitimate manufacturers of flavoring extracts, have interests which are essentially identical with those of our Department. Both serve the consuming public, and both want the consumer to be satisfied and pleased, and both object to his being mislead or deceived. It is essentially to the best interest of the ethical manufacturer, who puts up a legitimate article, plainly and honestly labeled, to have eliminated from the market fraudulent preparations and even those involving minor misrepresentations which may result in an unfair trade advantage.

It is fully appreciated that so far as your own members are concerned, you, as an organization, are in a splendid position to adjust many misconceptions or instances of erroneous attitude. I believe that your attorneys are already cooperating with us in this manner. Naturally you would, so far as your members are concerned, use such influences of your own to the utmost, before bringing the matter to the attention of food officials. But it seems to

^{*}Presented at the sixteenth annual meeting of the Flavoring Extract Manufacturers' Association held at Edgewater Beach Hotel, Chicago, Ill., June. 1925.

me that in instances which you are unable to correct, whether there be involved members or non-members of your organization, it would be well to so advise such food officials—Federal, State or City. It is their function to give appropriate attention to such cases, and it would seem to me that it is a duty of citizenship which devolves upon every one of us, to point out to them any such infraction of the law. Such duty, it seems, should take precedence over any imagined business ethics. It will also result, incidentally, in increased efficiency of such officials, and therefore, increased returns for the money paid by tax-payers for this purpose. Will you not, therefore, communicate with your local office of the Bureau of Chemistry, whenever any fraudulent practice is brought to your attention. I may assure you that the investigations made by this Department are very thorough and that the danger that any one will be embarrassed innocently as a result of such information is extremely remote.

As to details in connection with various features of the labeling of flavoring extracts, there may be differences of opinion, and possibly at times manufacturers may disagree somewhat with the conclusions of our Department. But would it not be an advantage to you gentlemen, as a if there were a maximum of uniformity in labeling Would not these conditions be fair to all of you and would not unfair competition thereby be very largely eliminated?

Honest Labeling Pays in Long Run

From my observations of business establishments and industries, honest labeling, like fair dealing, pays in the long run. Any business enterprise which is based upon deception can only be short lived, and likewise, any deception on a label will finally result in lost confidence and consequent loss of business. On the other hand, I believe that honest labeling on the part of an industry will surely result in placing that industry upon a stable basis of established confidence.

The Government gives most thorough consideration to all points before a ruling or expression of opinion rendered relative to matters pertaining to labeling, and this is the reply to a frequent complaint that our Stations or our field men are somewhat reluctant to express themselves relative to a question regarding which no precedent is available. This caution is fully warranted, if there is the slightest doubt relative to the Bureau's attitude, since somewhat divergent expressions might possibly be obtained from different field men. This would result in confusion and embarrassment of all kinds. But it seems to me that when the Bureau does make known an opinion, that it may be safely accepted as being reasonable, and that the trade would be safe in accepting it generally, thus insuring uniformity along the line in question.

It would be a matter of much consolation to us, if this organization of yours, as individuals, would determine to cooperate with the U. S. Government by advising our office of any violation, or even suspected violation of our law, and if in addition, it would accept and adopt the rulings and opinions which are from time to time made public by this Bureau. It is, of course, not my intention to request any official action of you as an organization, but if as individuals you will tacitly make such a determination, I shall feel that something worth while has been accomplished, which will be of much assistance and ultimate value to you, as well as to the United States Government.

The tendency toward sincere cooperation on the part of manufacturers with the Department, is now well established. There is no doubt that the movement will be materially strengthened, and that it will gather up speed and added momentum through the support of this, your great combination of Flavoring Extract Manufacturers. In conclusion, permit me to thank you for the privilege

of presenting this plea to you, and to express my gratitude for your patience in listening to me so courteously.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of The American Perfumer.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, scaps, etc. It is advisable also to look at our Washington Correspondence, Soap Section and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 13,251 to 13,400, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C. the following are of interest to our readers:

13,370. Adulteration and misbranding of vanilla flavor; plea of guilty; fine, \$25. Diluted extract of vanilla containadded coumarin and vanillin and colored with caramel. 13.375 Misbranding of vanilla extract; plea of guilty;

fine \$50 and costs. Contained a less quantity of extract than "3 ounces" marked on the label.

13,397. Adulteration and misbranding of vanilla extract; pleas of guilty; fine \$145. Analysis of several samples dis-closed diluted vanilla extract fortified with vanillin and with one exception colored with caramel, beng labeled "Pure Extract of Vanilla." The contents were less than the markings on the label. The 1½ fluid ounce bottles averaged 1.41 fluid ounces and the 2 ounce bottles contained 1.84 fluid ounces.

Olive oil: There were two prosecutions for violations, fines of \$70 and \$50 respectively being imposed by the courts.

Joint Committee on Food Standards

The Joint Committee on Definitions and Standards at Washington, has completed its work of this session and various recommendations tentatively adopted will be whipped into shape and again submitted to the members of the committee before being made public.

The principal activity of the committee was the holding of a public hearing on the question of the use of pectin and acid in jellies and jams and the desirability of showing it on the labels. Final action will not be taken until December.

Other problems before the committee are the use of artificial color and the allowable moisture content of alimentary pastes. It is pointed out that while some of these pastes contain eggs, such as egg noodles, manufacturers of other types have sought to simulate these by the use of yellow dye. There is involved the question of unfair competition, the manufacturers of genuine egg noodles finding it difficult to make this product against the cheaper competing product.

How much butter fat should be contained in a given amount of ice cream is also being considered. Other commodities that have come up for consideration are buttermilk, syrups and molasses, with respect to which the question has to do with the sugar content; sauerkraut, cream meal, and almond and kernel pastes.

In some of these cases there are already before the trade tentative standards and definitions previously announced by the committee. Is it not probable that standards and defini-tions for all of the products under consideration will be announced in the immediate future, but some doubtless will be finally acted upon.

Two New Sanitary Laws in New York

Amendments to the New York City Sanitary Code relating to the food industry have been adopted by the Board of Health, Health Commissioner Dr. Frank J. Monaghan announces. One standardizes almond paste and kernel paste. The commissioner stated that this action was taken because it was learned that unscrupulous manufacturers were substituting cheaper articles and selling their products as being almond or kernel paste.

Another amendment regulates and governs the manufacture of carbonated beverages within the city. It requires that these beverages contain at least 6 per cent of sugar and regulates other ingredients.



The President and Mrs. Calvin Coolidge dared the rough sea to visit Pemberton on the occasion of the Rexall Druggists' Outing in connection with the United Drug Co.'s recent convention in Boston.

Although word had come early in the afternoon that the Mayflower had sailed from Marblehead, not until the Presidential yacht was sighted did the 10,000 or more waiting people present believe the President would be able to make the trip. President Coolidge went as a personal compliment to Louis K. Liggett, president of the United Drug Co. and the great organization to which the Rexall Druggists belong, remembering, no doubt, that at the Rexall Convention in 1919, when he was Governor of Massachusetts he opened the convention. Mr. Liggett then

prophecied to the Rexallites there that Governor Coolidge was destined for a much higher office.

The visit of the President was impromptu and Mr. and Mrs. Liggett greeted Mr. and Mrs. Coolidge on the road between Pemberton and Hull and they afterwards drove together to Pemberton Inn, where the President was besieged by the enormous crowd. A large number of Rexall Druggists were personally presented to the President, re-

minding him that they remembered him from the last convention. In his usual good humor, the President posed for both newspaper and amateur photographers, who were anxious to secure his pictures, and hundreds of the attending Rexallites got some very good results. This, of course, gave all the Rexallites there a splendid opportunity to have a good close-up view of the President and Mrs. Coolidge.

In the excitement a twenty-five pound box of candy, which had been prepared for Mrs. Coolidge was overlooked, but five young men, headed by Leigh B. Liggett, L. K. Liggett's son, who during the war was a naval officer, braved the waves in a small boat to carry this gift to the May-flower before she left the harbor.

After the President's visit the Rexallites all enjoyed a real old-fashioned New England clambake.

At an election at the canton of Saint-Auban near Grasse, France, July 19, Georges Chiris, head of Etablissements Antoine Chiris, who is a Chevalier of the Legion of Honor, was elected Councilor General.

The Chiris family has played an important political rôle in France, and it is pleasing to see an important industrialist devote some of his time to the betterment of general economic conditions in the Alpes-Maritimes.

J. F. Bromund, president of the E. A. Bromund Co., New York City, has just returned from a three weeks' vacation in Florida, in company with Frederick Olsen and E. Carlton Turnbull. The voyage was made by steamship to Jacksonville, where a smaller boat was taken down the

St. John's River to Sanford. The trip was then continued for 400 miles by automobile through Orlando, Winterhaven, Sarasota, Tampa, and the principal cities of the southern state back to Jacksonville, from where a ship was taken to Savannah and from there home.

Mr. Bromund was very much impressed with the picturesque scenery and agreeable climate that was to be found in Florida. Surrounded as it is by water on all sides, he declared



FROM LEFT TO RIGHT: THE PRESIDENT, MRS. COOLIDGE, LOUIS K. LIGGETT, SENATOR CURTIS, JOHN COOLIDGE, MRS. LOUIS K. LIGGETT, SECRETARY SANDERS

that the temperature was very comfortable, despite the fact that the tour was made in mid-summer. Mr. Bromund has gone to Newport for a short stay.

Thomas J. McHugh, president of V. Vivaudou, Inc., perfumers, of New York and Paris, has purchased a plot 300 x 325, in the new development known as Goodwin Park, Westwood, N. J. Mr. McHugh will immediately build a \$50,000 home.

Mr. and Mrs. S. Bayard Colgate of 156 East Eighty-first street, New York, are receiving congratulations on the birth of a son on July 25.

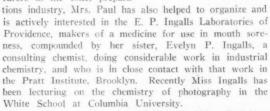
An original and attractive display of beautiful decorative effects that may be secured by the use of artistically designed box plates and labels, was made by the Foxon Co., of Providence, R. I. at the Confectioners' Exposition, Mechanics Building, Boston, recently. While intended primarily for confectioners, the display was of value to all manufacturers interested in the effective presentation of merchandise or package advertising.

The display was originated by Mrs. Mildred Paul, secretary and sales manager of the company, and was carried out with the usual enterprise shown by the Foxon or-

ganization. Various types and sizes of boxes were made up and covered with fancy paper. On these, embossed advertising plates in harmonious colors were superposed. In this way, an excellent method for advertising on the attractive newer fancy papers was shown.

Package advertising is a hobby with Mrs. Paul, who has devoted considerable study to the subject.

Unknown to most manufacturers in the toiler prepara-



To offset the routine of her daily tasks, Mrs. Paul also finds recreation in the study and advancement of advertising in general, and has been twice elected secretary of

the Women's Advertising Club of Providence, a live wire organization, affiliated with the Associated Advertising Clubs of the World, the Better Business Bureau and National Vigilance Committee. The Providence club throughout the year, entertains many speakers. At these dinners advertising problems of all kinds are enthusiastically discussed.

The accompanying illustrations show Mrs. Paul and her youngest daughter, little Miss Valorie. When this charming lassie entered a beauty contest, organized by the Town Criers of Provi-

gamzed by the Town Criefs of Providence to select the prettiest group of children to assist in tagging the Mayor, and other city and organization officials at the opening of Tag Day for the District Nursing Association, she completely won the hearts of all who saw her, and newspaper comments afterwards fully justified the judgment of those who favored her as one of the prettiest children in Providence.

Dudley F. Lum, of the firm of Lum & Lemmermeyer, Chicago, representatives of Burton T. Bush, Inc., New York City, was a recent welcome visitor to his friends of the metropolis.



MRS. MILDRED PAUL

VALORIE PAUL

Edward V. Killeen, vice-president and secretary of George Lueders & Co., New York, in memory of his son who died in the service of his country, October 6, 1918, presented a fund last year to Holy Cross College, the interest of which is being applied annually as a prize for the best student in this special study. Mr. Killeen selected chemistry for bestowing the honorarium because his son had achieved unusually high marks in this branch during his

The Edward V. Killeen, Jr., memorial prize of \$50 gold awarded to the best student in chemistry in the class of

1925 at Holy Cross College, Worcester, Mass., won by

Thomas M. Lamb, of Brooklyn, N. Y.

istry for bestowing the honorarium because his son had achieved unusually high marks in this branch during his junior year at Holy Cross, at the termination of which he was stricken while at the Great Lakes Naval Training Station, Forest Park, Ill.

Thomas J. McHugh, president of V. Vivaudou, Inc., New York, has issued an interim report for the six months ending June 30, 1925. The net profit, after depreciation and all charges, amounted to \$330,929.65, a significant reversal from the similar period in 1924, when a loss was recorded prior to the reorganization. At the time of the report the liabilities were only \$192,019, as against a much larger sum a year previously. At the present time V. Vivaudou, Inc., has no bank loans or trade acceptances payable and has total cash liabilities of only about \$50,000, the old obligations, so far as possible, all having been cancelled. The consolidated balance sheet June 30, 1925, contains many interesting items, current cash assets being a third of a million dollars.

The net result to the stockholders is equal to 97 cents a soare earned on the 340,000 shares of capital stock outstanding, as against 3 cents a share earned in the same period last year.

The report, following so soon the reorganization of Vivaudou, Inc., caused a great deal of favorable comment in the trade, especially as Mr. McHugh intimated in it that the figures for the second half of 1925 would show much more favorably. A close observer of the affairs of this corporation remarked:

"Mr. McHugh's report is much better than was expected. It reflects what the installation of up-to-date rational merchandizing methods can do for a concern that is slipping into deficits, instead of profits for the stockholders. The justification for the reorganization is amply proved by the change from a deficit into a large cash balance."

The litigation between Vivaudou, Inc., and Vivi, Inc., which is now pending, is fully reported in our court records department on page 325.

Mr. and Mrs. Paul Watkins, of Winona, Minn., sailed from New York August 7 on the *Olympic* for a three months' tour of Europe. Mr. Watkins is president of the J. R. Watkins Co.

Frederick Stearns & Co., of Detroit, have founded at the University of Michigan, the Frederick Kimball Stearns Memorial Fellowship in Medicine, in honor of the late head of the company. Mr. Stearns was a life-long patron of the arts and sciences, and had shown a special interest in the progress of the University of Michigan. The Stearns' botanical gardens, the Stearns' fellowship in pharmacy and the Stearn's collection of musical instruments, the most complete collection of its kind in the world, were evidences of his interest and generosity.

A. E. Mullen, vice-president and general manager of the American Perfumers Laboratories, Inc., New York City, has been enjoying the splendid fresh-water fishing at Kirk's Lake, near Lake Mahopac, New York. He reports that his party is very lucky at fishing.

Frank J. M. Miles, vice-president and chemist for Cheramy, Inc., New York City, and prominent in the American

Manufacturers of Toilet Articles, returned on the Paris July 21 from a nine weeks' business trip abroad. Most of his time was spent in France, principally at Neuilly, where the new Cheramy factory is located. He was much interested in the equipment of the plant, and was also favorably impressed with the new retail shop of Cheramy, Inc., in the Rue St. Honore, which will soon be ready for business. Owing to the pressure of work, he did not



F. J. M. MILES

have the opportunity to go to Grasse, but made trips to Italy, Germany, Belgium, Switzerland and Spain.

Mrs. Rene Varin, president of D'Orsay, Inc., New York City, the American branch of Párfums D'Orsay, Paris, France, sailed with Mr. Varin on the *De Grasse* August 5 for a vacation trip in France. While abroad Mrs. Varin will visit the first International Exposition of Modern Decorative and Industrial Art. Both Mr. and Mrs. Varin expect to return in September.

W. Phillips, perfumer for Lever Brothers Co., soaps and glycerine manufacturers, Cambridge, Mass., recently

and glycerine manufacturers spent an enjoyable vacation with his family at Long Beach, Gloucester, Mass. During his recreation period Mr. Phillips made a trip to New York City and was entertained by friends. While he was in the metropolis the Editor had the pleasure of meeting Mr. Phillips, who expressed much interest in the many sights which the big city offers to visitors.

Mr. Phillips, who was chemist in the toilet goods department of Lever Bros. at



W. PHILLIPS

Port Sunlight, England, was sent over here four years ago to take charge of the perfuming of toilet soaps made in this country, and to conduct research work on new products the company may put out.

Dr. and Mrs. Joseph Felton, of the Felton Chemical Co., Brooklyn, N. Y., are receiving the congratulations of their host of friends on the arrival June 21 of Miss June Selinda.

Richard Leuteritz, export manager, except for the United States, of Schimmel & Co., Miltitz near Leipzig, Germany, was a recent visitor to New York City, sailing for home on the Aquitania on July 29 after calling on Fritzsche Brothers, Inc. and spending a few days in inspecting points of interest in this country. The accompanying illustration shows Mr. Leuteritz in the center of a group, with F. H. Leonhardt, vice-president, on his left and A. D. Armstrong, assistant secretary, on his right.

Mr. Leuteritz made the New York visit in connection with an extended trip through South America in behalf of Schimmel & Co. In conversation with the Editor he made some interesting observations, saying in part:

"My visit to the United States has been very short indeed, merely a week, in fact, as I came up here from Cuba only to freshen my personal acquaintance with the leading men of Fritzsche Brothers. I must say that I have been greatly impressed with what I saw; the extensive harbor, the giant houses, the tremendous traffic of New York; the lovely avenues, the fine buildings of Washington (the Capitol especially at night); Niagara Falls and the attractive town of Buffalo, etc.

"But my main object in crossing the Atlantic was to



A. D. ARMSTRONG, RICHARD LEUTERITZ, F. H. LEONHARDT

visit the chief places of South America, in order to get into personal touch with our numerous customers, study the conditions of the various markets and talk them over with our agents. Generally speaking, business prospects were not altogether favorable, but I am glad to say that I have done very well indeed. Wherever I went, I found that the business methods of Schimmel & Co., were most favorably spoken of, and I received a most hearty welcome from all the old customers. I succeeded also in getting quite a considerable number of new ones on our books.

"There was much complaint about drought, except in Peru, where excessive rainfalls had caused floods in many parts and much damage in consequence. In Sao Paulo (Brazil) the supply of electricity had been cut down to 30 per cent, for want of sufficient water power, so that a good many factories could work only two days or three in the week.

"I never saw any city with a lovelier situation than Rio de Janeiro. I was greatly struck with the amount of industry in Sao Paulo; I like Montevideo where you can go ahead very quickly; I was highly surprised by the traffic and luxury of Buenos Aires, and I intensely enjoyed my stays in Santiago de Chile, Valparaiso, Lima and Havana.

"In all the places, I exhibited a film of the works of

Schimmel & Co. to assemblages specially invited for the purpose, in order to give an idea of their extension to those of our customers, who have not seen them yet in reality. It met with general approval everywhere and will be shown in Mexico next, where I should have liked to go too, had I had more time at my disposal.

"I am very glad I came, for I have learned a lot, both in South America and here. I only regret that I am unable to stay any longer, but I take with me the most agreeable impressions and shall always with great pleasure look back upon this trip."

G. A. Pfeiffer, president of Richard Hudnut, New York City, who returned recently from a ten weeks' trip abroad was compelled on account of the pressure of business to again return to England for a brief trip. Accordingly he sailed August 8 on the Olympic and expects to be gone only three weeks, most of which time will be spent in England. It is also probable that he will again visit Paris as he is one of the delegates appointed by the Commission designated by the Secretary of Commerce of the United States to the first International Exposition of Modern and Industrial Art. Much of his time while in Paris on the first trip was spent at the Exposition and it is expected that when he returns he will have an interesting report to make on the application of art in the designing of packages shown at the exposition.

H. W. Ferguson, of Heine & Co., New York, is enjoying a six weeks' vacation in the woods of New Hampshire, where he is "roughing it" on camping grounds; but most of all he is taking a rest from city and business, so as to resume his activities with renewed zest in the near future. Mrs. Ferguson is with him and they are stopping at North Sutton, N. H.

Edward Gilmore, managing director of Florian & Armand Ltd., London, arrived on the *Carmania*, August 16 and is spending a few weeks with Carl Weeks, head of the Armand Co., Des Moines, Iowa. Florian & Armand, Ltd., care for the interests of the Armand Co. in Great Britain and the British Isles.

Mr. and Mrs. Charles A. Rindell, of Chicago, celebrated their twenty-fifth wedding anniversary on August 16, receiving the hearty congratulations of their numerous friends. Mr. Rindell is head of Charles A. Rindell, Inc., manufacturers' representative and complete package service advisor.

E. L. Holman, of the Holman Soap Co., Chicago, Ill., was a recent visitor to New York City.

H. L. Heiter announces that he has moved his office to a more central location, at 151 Fifth avenue, Room 1318, New York City, where he will be in a better position to give his customers complete service in the creation and manufacture of metal vanity cases. The telephone number is Ashland 7468.

The Sanitary Tube & Stopper Co., manufacturers of sprinkler tops, are now established at 9 Franklin street, New York City. The new officers are Sylvan Robinson, president and treasurer; and Charles Villanyi, vice-president and secretary.

The interesting colored insert of the Synfleur Scientific Laboratories, Inc., of Monticello, N. Y., which appeared in our July issue, was No. 180 of the series of similar inserts which the company has been running in our advertising section. The first insert was prepared by the founder of the laboratories, the late Dr. Alois von Isakovics, and these timely and always readable announcements are now entering upon their sixteenth year of usefulness to the perfume and toilet preparations industries.

During the fifteen years Synfleur has prospered greatly, Following the untimely death of Dr. von Isakovics in 1904 his widow, Mrs. M. Upshur von Isakovics, who had been his close and chief assistant, with the employees, proceeded to carry on according to the high ideals and plans of the founder. Mrs. von Isakovics, who is president and treasurer of the laboratories, is a most notable example of the possibilities for successful achievement by women who find themselves confronted by serious problems in upbuilding large and successful business enterprises. Some measure of the credit must also be bestowed on her son-in-law, Luis de Hoyos, the energetic and capable business manager of the establishment. Taken in its entirety the success of the House of Synfleur is not only a monument to the genius of the distinguished founder but an inspiring example of what one of the fair sex has done in one of the most difficult of all industries in which art and science are allied.

Mrs. von Isakovics, accompanied by her son, Alois, and two of her daughters, Misses Rosa and Hannah, returned to Monticello on August 18, from a trip to the Pacific Coast. The chief objective ponit was Los Angeles, where Mrs. von Isakovics attended the annual meeting of the American Chemical Society.

The party visited San Francisco and other points of interest returning via Denver. They enjoyed the trip greatly.

A significant development in the entry of new figures in the toilet preparations industry is the announcement by the Kolynos Co., of New Haven, Conn., manufacturers of tooth paste, that they will have a line of toilet preparations and perfumes ready for the holiday trade.

N. S. Jenkins established the company eighteen years ago, and has built up a wonderful business in tooth paste, as all our readers know. Dr. Jenkins is still the head of the company and a son, L. A. Jenkins, is vice-president and general manager. Calvert Townley is president and C. D. Dunlap production manager.

During a recent visit to New York for buying purposes, Harold B. Thomas, treasurer and purchasing agent, stated to the Editor that plans were well under way and that a very attractive and meritorious line would be launched in the near future. They will manufacture perfumes, toilet waters, cold cream and vanishing cream (in jars and tubes), talcum (in cans and bottles), bath salts, face powders, combination packages of compact powder rouge and lipsticks, complexion soap and combination set boxes.

The sales management is in the hands of Fred S. Atkinson, and C. C. Morrison, a package specialist, designed the line.

July gross sales of Louis K. Liggett Co., a subsidiary of United Drug Co., Boston, were \$3,437,138, comparing with \$3,075,188 in July, 1924 an increase of \$397,950, or 12.9 per cent.

The spirit of hearty co-operation which exists throughout the organization of the Reich-Ash Corporation, New York City, found a fitting expression in the annual outing of the employees at Karistonia Park, Glenwood Landing, Long Island, on July 24.

The big family of employees, department heads and officers of the company gathered early at the offices, where Ash, Despite a most enviable reputation in the business world for accuracy, grave suspicion was raised by spectators as he called off balls and strikes throughout the nine innings. The final score was 16 to 7, in favor of the team captained by Mr. Altman. Following the game, dancing was enjoyed, music being furnished by a special band. The tired but happy excursionists started for home in the



GROUP OF PARTICIPANTS IN ANNUAL OUTING OF REICH-ASH CORPORATION AT GLENWOOD LANDING, LONG ISLAND, JULY 24

large sightseeing buses were waiting for them. The trip to the Park was made in record time, and the interesting program of athletic and social events arranged by the committee, began soon after 11 o'clock.

One of the most interesting events was a potato race, which was won by Miss Ruth Sadler and Tony Pantano. After this laughable stunt was over, the party was so hungry that instead of continuing with the other numbers on the program, a bountiful dinner was served. The employees insisted that Sidney Ash act as toastmaster, a task he performed with ability.

The first speaker was naturally the president, L. R. Reich, who pointed out the friendly feeling which exists throughout the organization, and the spirit of hearty cooperation which characterizes the work of all departments. On behalf of the management, he thanked the department heads and employees for their co-operation, and expressed the hope that the same congenial spirit would prevail through the coming years. Special appreciation was extended to: Louis Wershaw, Abraham Altman, Mrs. K. Kenny, Mrs. E. Schein, William Ritti, Monroe Loeb, Louis Levine, Miss Jean Boganovitch, Robert Goldberg, Morris Lippman, Al Cesare, and Daniel O'Connor.

"The success and growth in the last few years of the corporation," he said, "has been attributed to the untiring efforts of each department trying to reach the highest point of efficiency and keeping it through the entire organization." He also expressed a wish that the outing, which he described as a huge success, would become an annual feature.

Abraham Altman, president of the Benevolent Aid Society of the Reich-Ash Corporation responded. He assured the executives that it was a pleasure to be connected with the organization, and that the co-operation extended by the employees was inevitable, in view of the interest taken in their welfare by the management.

There was only one other speech, by Theodore I. Swartzman, who donated \$100 toward the fund for disabled employees.

Following the feast, a baseball game was staged between the rouge department and a team selected from other departments, headed by Abraham Altman. The batteries were Mat O'Connor and Morris Greenberg for the latter team, and Sinarsi and Merwin for the rouge department. The feature of the game was the work of the umpire, Sidney motor buses soon after 7 o'clock, arriving in the city about 9 P M

The complete success of the affair was due in a large measure to the efforts of the Benevolent Aid Society of the Reich-Ash Corporation, of which Abraham Altman is the president. The other officers are: Louis Wershaw, treasurer; Robert Goldberg, sergeant-at-arms; William Ritti, secretary; and Louis Levine, vice-president.

Mr. Altman acted as chairman of the committee which arranged the affair, and was ably assisted by everyone in the organization whom he called on for aid, including the officers of the corporation, who gave their time freely to make the affair a complete success.



HEADS OF REICH-ASH DEPARTMENTS

Reading from left to right, bottom row: Louis Wershaw, Etta Orenstein, Samuel A. Reich, Leopold R. Reich, Miss. L. R. Reich, Miss Jean Boganovitch, Miss Mildred Gastwirth.

Back row, left to right: Daniel O'Connor, Mrs. Kenny, Miss Etta Nathanson, Miss Molly Greenwald, Morris Lippman, Miss Rae Kaflan, Robert Goldberg, William Ritti, Louis Levine, Abraham Altman, Monroe Loeb.

William Hosken, of the firm of Vietor & Hosken, New York City underwent an operation on August 10 for abscess of the ear. His condition at last reports was favorable and he was expected back soon at his desk. Mr. Hosken plans to make a business trip to Japan in the Autumn.

A. Euziére, Grasse, France, has established a branch at 280 Pearl street, New York City, furnishing a line of finished perfumes in one and five pint bulk packages.

Quite a number of plants in our industries are following the custom of closing for a vacation period every summer, entirely, if possible, but if not making holiday shifts that will keep a skeleton crew on duty during the rest period.

Proctor & Schwartz, Inc., of Philadelphia, who are pioneers in this movement, announce that during the week of August 31, the majority of their shop and office workers will take their annual vacations. However, a sufficient number of men in each department will be on duty to render complete service.

The Foxon Co., Inc., of Providence, R I., has made the vacation period for the week beginning August 24, during which time the plant will be closed for repairs and for a holiday for the regular employees. With the co-operation of patrons there will be no lapse in the service given by the company.

Dr. E. G. Thomssen, chief chemist of the J. R. Watkins Co., Winona, Minn., stopped off in New York City early this month while on a quick trip to the East. Dr. Thomssen reported that the new soap manufacturing plant of the Watkins company in Newark, N. J., will be in full operation by October 1.

Federal Products Co., of Cincinnati, Ohio, has placed its New York office and branch warehouse, 70 West street, in the hands of Herbert Schiel, assistant secretary of the company, on account of the indisposition of the manager, H. C. Eells, who also is vice-president. Mr. Schiel has been with the house for many years and is thoroughly familiar with the manufacture, sale and use of denatured, specially denatured and non-beverage alcohol, as well as the regulations governing applications and permits.

Arthur W. Mudge, Jr., who has been identified with the essential oil industry in New York City for about six years, has resigned as secretary of Burton T. Bush, Inc., New York City, to join the Forbes Lithograph Mfg. Co.

Following the war, Mr. Mudge joined the Antoine Chiris Co., with which he was connected until the formation of the Burton T. Bush Co., which organization he joined at its inception, and with which he was affiliated until July 1, when he left to take up his new duties.

Alexander Hirschbein, president of Solar Laboratories, Inc., New York, who has been spending the summer abroad, is expected to arrive home the second week in September.

August Wivel, of Madsen & Wivel, proprie ors of Parfumerie Breining, Copenhagen, Denmark, was a recent visitor to the United States. Mr. Wivel arrived on the Frederick VIII, August 1, departing almost immediately for New England, and returned home on the Frederick VIII, August 8.

Ralph C. Jennings, sales manager of the New York Quinine & Chemical Works, who goes to Chicago, September 1, was guest of honor at a testimonial dinner at the Druachem Club, August 11. About fifty friends were present and on their behalf B. M. Spencer, president of the club, presented a handsome traveling bag with equipment to the guest. In Chicago Mr. Jennings will represent the New York Quinine & Chemical Works, J. L. Hopkins & Co., and B. M. Spencer & Co., of New York.

Irvin S. Zeluff, consulting, manufacturing and perfume chemist has moved his office to a more convenient location at 30 Park Place, New York City, where he is prepared to serve the trade to better advantage in an advisory capacity. Telephone: Whitehall 8739.

Practically all of Mr. Zeluff's business life has been centered in the toilet preparations and allied fields. He was born and educated in Port Richmond, N. Y., and completed his education in Pratt Institute, Brooklyn, where he studied chemistry and in the Brooklyn College of Pharmacy, from which he was graduated with the degree of Ph.G. Subsequent to this he studied the business course offered by the Alexander Hamilton Institute.

After spending several years in the retail drug business he was connected with the Bristol-Meyers Co., Brooklyn; the Tilden Co., New Lebanon, N. Y.; the Polk & Calder Co., Troy, N. Y.; and Anglo American Pharmaceutical Co.; and Parfumerie Rigaud with which he was connected for fifteen years, working his way up to the position of chemist and production manager. He remained in this position until several months ago when he decided to capitalize his knowledge of manufacturing methods by going into business for himself as a consulting chemist and perfumer.

Mr. Zeluff is well known in the trade and is a member of the American Chemical Society and the American Pharmaceutical Association. As treasurer for the old Aroma Club of New York City he made a host of friends in the metropolitan section.

Otto P. Meyer, Ph. C., vice-president of the Meyer Brothers Drug Co., St. Louis, Mo., Mrs. Meyer and their daughter, Miss Adelaide, are spending a few weeks at Ocean City, N. J. The trip from St. Louis to Ocean City was made by automobile in a leisurely fashion, with stops at Indianapolis, Columbus, Washington, Pa., Hagerstown, Md., Baltimore, and Washington, D. C. where the points of interest were visited. The route taken was over the National Highway and despite the fact that there was considerable hill and mountain climbing to do, there were no mishaps of any sort, and both Mr. Meyer and Miss Meyer, who alternated in driving the car, were much impressed with the splendid roads all the way in to Ocean City.

In the autumn when they return to St. Louis, the trip will be made in the same leisurely way by automobile over the Lincoln Highway to Chicago, and thence to St. Louis.

Although he is enjoying a vacation Mr. Meyer was not completely able to dissociate business, his hobby, from pleasure, and consequently, the week of his arrival at the coast resort, also found him calling on the trade in New York City, in anticipation of very favorable business in the autumn. He reports that employment conditions are getting better throughout the middle west, and in every way he believes he foundation has been laid for stable and continued prosperity.

M. B. Zimmer of the Chicago branch of Fritzsche Brothers, Inc., accompanied by his daughters, Miss Virginia and Miss Marian Zimmer, and Mrs. B. F. Zimmer, sailed on the Clevcland August 20, for a three months' tour of France, Italy and Switzerland. A special point of interest where considerable time will be spent will be the immense Schimmel & Co.'s factories at Miltitz near Leipzig.

Frederick L. Butz, who is well known in the trade throughout the metropolitan territory, on July 1 celebrated the twentieth anniversary of his becoming a manufacturers' sales representative. The event occurred while he was enjoving a vacation with his family at Pocono Manor, Penn.

Mr. Butz was born in Brooklyn, November 10, 1878, a short distance from the present Borough Hall, and was educated in the public schools. He was graduated at the age of 17 in 1895 when he went to Colgate & Co., where he served in the laboratory and shipping department. He continued with the company for eight years when he joined the Brooklyn branch of the Pope Manufacturing Co., makers of automobiles. Soon afterward he engaged in electrical work, which he



FREDERICK L. BUTZ

abandoned on July 1, 1905, to enter our industries as a metropolitan sales representative for a paper box manufacturer. In 1907 he married Miss Elizabeth Benson. Among his principals is the White Metal Manufacturing Co., maker of collapsible tubes, Hoboken, N. J.

Ever since his early connection with the automobile industry he has been an enthusiastic motorist, and spends much of his spare time motoring.

Officers of the Monongah Glass Co., of Fairmont, West Virginia, manufacturers of opal jars and an exclusive line of table and packers glassware, announce the appointment of the A. C. Riddell Co. as their Pacific Coast sales agents. The Riddell company maintain offices at 316 Commercial street, Los Angeles and 21 Spear street, San Francisco, and will display full sample lines at both places.

The Refillable Puff & Novelty Co., which was organized in 1919 as a pioneer in the manufacture of refillable puffs, began modestly and inconspicuously but has grown steadily

until it has reached fairly large proportions under the guidance of the present owner, N. A. Kelsey, whose cheerful countenance appears in the adjoining half-tone. It now turns out all sorts of machine-made puffs and small novelties, appealing both to perfumers and to the novelty trade. Mr. Kelsey advises us that the idea putting samples of powder and rouge inside of puffs has taken well with the perfumery industry as shown by the fact that his firm



N. A. KELSEY

now has large contracts for these puffs, calling for continual deliveries throughout the year, with the outlook auspicious for still larger orders.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

Mr. and Mrs. Ferdinand Buedingen arrived in New York on the Veendam August 15 from a tour abroad of about 10 weeks. They spent much time in France, Switzerland, Belgium and Holland, also visiting Mr. Buedingen's birthplace in Frankfort. Mr. Buedingen is head of the paper box firm in Rochester which bears his name.

In conformity with the practice established when organized three years ago, the E. M. Laning Co., of New York City, is again observing the five day week during the summer, the office and laboratories being closed all day on Saturday in July and August.

Chester E. Tompkins, laboratory manager and purchasing agent for the Marinello Co., has received numerous commendations for his share in the work of equipping the new home of the company at 72 Fifth avenue, New York City, the formal opening of which was recorded in our June issue. When it is remembered that the new home of the company is a seven story building, a picture of which appeared on page 93 of our April issue, it can readily be understood that an immense amount of detail work was required to get things in shape in a short time.

But this was quite in keeping with other achievements of Mr. Tompkins ever since he was graduated from high school in Pittsburgh, Pa.

After leaving school Mr. Tompkins engaged in mechanical engineering work in Baltimore and was later a consulting engineer for the United Gas Improvement Co. One of the first interesting tasks that fell within the scope of Mr. Tompkins' work was on a submarine. In 1902 he embarked in the perfume and



CHESTER E. TOMPKINS

toilet preparations industry with which he has been connected ever since. His first position was in the shipping department of Richard Hudnut for whom he worked for seven years, leaving in 1909 to go with the Hanson & Jenks Co., a subsidiary of the United Drug Co., then manufacturing in New York City. His work in the following four years was so successful that he was asked to take the position of superintendent of manufacturing in the perfumery department of the United Drug Co. at Boston, where he gained experience in all branches of manufacturing.

In 1914 he returned to New York to perfect the Vanitab for the Vanitab Mfg, Co., and continued with this company for five years. When he left he became manager in charge of manufacturing and sales for Leigh Perfumer, New York City. In 1920 he supervised the equipment of the Long Island City plant for the Elcaya Co. and in the following year acted as laboratory manager for the company, leaving in 1921 to join Roure-Bertrand Fils, Inc., and Justin Dupont, Inc. as a salesman calling on the Eastern trade. He continued with the New York office of the latter concerns until January, 1925, when he joined the Marinello Co. in his present capacity.

Mr. Tompkins was married in Jersey City in 1904 to Miss Elizabeth Hamilton Hobbs, of Pittsburgh, Pa. He resides at Quaker Ridge, New Rochelle, N. Y., where he is developing a country estate which he owns, and where he takes an active interest in civic affairs. He is chairman of the membership committee of the Quaker Ridge Association, and is an enthusiastic automobilist. Aside from this he has no hobbies other than work.

Alexander Moodie has been appointed assistant general manager for the Marinello Co., at the New York office. Mr. Moodie is well known in the trade, having been associated in a sales capacity with Marie Earle, Inc., and with Frederick Stearns & Co., as eastern manager.

Elia K. Stoyanoff, of Stoyanoff, Gerli & Co., New York City, sailed on the *De Grasse* August 5 for a six-weeks' stay abroad, which will include visits to the home office of the company in Sofia, Bulgaria, and also to Grasse and Cannes.

Dr. Caswell A. Mayo has been elected dean of the New Jersey College of Pharmacy at Newark. He is a former president of the American Pharmaceutical Association and was at one time editor of the Druggists' Circular. Dr. Mayo was born in Columbus, Miss., and was educated at the University of Columbus and the Philadelphia College of Pharmacy, which gave him the degrees of graduate of pharmacy and master of pharmacy. He later was made doctor of pharmacy by the Cincinnati College of Pharmacy in which he taught for a long time.

Jean Dammann, son of Emile Dammann, head of the wellknown vanilla bean house which bears his name, arrived on the *Paris* August 12 and will make his headquarters with P. & P. Derode Fréres & Dammann, Inc., New York.

Mr. Dammann will enter the organization here and familiarize himself with American conditions.

Hugh Plaistowe, chairman of directors of Plaimar, Ltd., Perth, Western Australia, accompanied by Mrs. Plaistowe and their son, E. C. Plaistowe, sailed on the *Samoria* August 1 for London, and from there will sail for home.

Recent dissolutions of New York corporations reported at Albany: Parfums Hebe and Parfumerie Forest, both of Manhattan Borough, New York City.

David Berg, head of the David Berg Industrial Alcohol Co., Philadelphia, who has won considerable credit for his numerous philanthropies, recently contributed a cash sum close to \$100,000 to Jewish charities in Philadelphia, which the local newspapers say was the largest similar gift on record in that city. The sum was the proceeds of the profits on the sale of a hotel he formerly owned in Atlantic City.

T. F. LaSavage Co., manufacturer of toilet specialties, Du Bois, Pa., suffered from a Fourth of July fire, which ruined much of the machinery and stock, doing about \$12,000 damage, and causing a suspension of operations. Mr. LaSavage had launched the enterprise only a few months previously, but had already built up a good business, so the loss was seriously felt.

Coty, Inc., of New York, has declared a dividend of 95 cents a share on the outstanding capital stock payable September 30 to stockholders of record at the close of business September 19, 1925.

The Strobridge Lithographing Co., Cincinnati, Ohio, one of the foremost concerns of its kind in the United States and one of the best known in the field of advertising art, has taken over the Henderson Lithographing Co., Norwood, Cincinnati, Ohio. Minto L. Henderson, president and active head of the company which bears his name, has been in ill health for some time and this led him to dispose of his interests in the company to the Strobridge Lithographing Co.

The new owners announce that the Henderson plant will be operated as heretofore and that the change in management will not affect in any way the conduct or former methods of doing business and that its products will be kept up to the same standard which has been maintained in the past. With a larger and more flexible plant and organization the company is now equipped to handle any class of work from posters to labels.

The officers of the Strobridge Lithographing Co. are N. W. Strobridge, president; W. H. Merten, vice-president and treasurer; W. M. Strobridge, secretary; H. A. Merten, assistant treasurer; F. S. Backus, assistant treasurer; and Bernard Ungar, assistant secretary.

The W. F. Robertson Steel & Iron Co., Cincinnati, Ohio, has recently purchased all realty formerly belonging to the Elwood Myers Co., and will continue at Springfield the manufacture of decorated metal products on an enlarged scale, under the firm name of the W. F. Robertson Steel & Iron Co., The Elwood Myers Co. Division. The Robertson company operates a number of other plants identified with the metal industry, including a mill for producing tin plate and black iron.

Increases in the volume of business and in the net earnings of the Procter & Gamble Co., Cincinnati, are shown in statement of the company and constituent companies for the fiscal year ended June 30. The year's volume of business was \$156,065,091, an increase of \$34,712,409 over the previous year. Last year also showed the largest gross sales, with the exception of 1920.

The net earnings, after deduction of all reserves and charges for depreciation, losses, advertising and special introductory work, amounted to \$10,375,158, an increase of \$1,745,711 over the year before. The consolidated balance sheet for the year shows total current assets of \$48,295,290, against a total current liabilities of \$3,245,250.

J. D. Stiefel, manufacturer of medicinal and toilet soaps, has incorporated its United States offices under the title, J. D. Stiefel, Inc., and moved to 246 Pearl street, New York City. J. D. Stiefel, Inc., is laying out a publicity campaign on its full line to the medicinal profession as well as the drug trade to follow upon the aggressive advertising campaign on its freckle soap.

The New York offices are in charge of A. C. Stiefel, president of the company and a greatgrandson of the original J. D. Steifel who founded the firm in 1847.

Owens Bottle Co., and subsidiaries report net income for the quarter ended June 30 as \$1,771,589 after charges and estimated Federal Income taxes, equal after preferred dividend to \$2.46 a share on the 660,500 shares of common \$25 par shares as compared with \$1,231,205 during the previous quarter. Harry S. Fisher, sales manager for Capes-Viscose,Inc. is planning an extended Western trip of eight to ten weeks duration, which will bring him in personal contact with all of the principal manufacturers throughout the middle west and south. He expects to be gone eight to ten weeks, and will start early next month.

Mr. Fisher's energy has brought him prominently to the

front in a comparatively short time. While still an undergraduate at Cornell University, he played foot-ball and was also on the college crew, in addition to taking part in numerous other sports. Following his graduation, with the degree of Bachelor of Science, in 1917, he enlisted in the 69th Infantry of New York as a private. His ability was soon recognized, and he was commissioned Second Lieutenant when the regiment reached France. He saw service in



HARRY S. FISHER

the war until the Armistice, after which he made a trip through France, Italy, Germany, and Belgium, returning to the United States in July, 1919.

He then joined the Corn Products Refining Co. as assistant superintendent of the Edgewater, N. J., plant. Subsequently he was made sales representative of the Remington Cash Register Co., of New York, with which concern he was connected until August, 1923, when he became sales manager for Capes-Viscose, Inc. Since Mr. Fisher has been in that position, sales have more than doubled. Mr. Fisher resides at Maywood, N. J. Following the habit of years most of his leisure time is devoted to out-door sports, such as swimming, tennis and riding. He also retains his interest in intercollegiate athletics, and each year attends the important Cornell football games.

Alfred P. Wyss, accompanied by his wife, Dr. Pauline C. Wyss, D. C., and Master Joseph Anthony, have returned

to their home in San Francisco after a four months' sojourn abroad. They left San Francisco on the Mongolia, sailing through the Panama Canal to New York City. After remaining a fortnight in this city they left on the Majestic for Europe, traveling



A. P. Wyss and Family

in England, France, Italy, Switzerland and Germany. The last leg of the return trip was made via the Panama route, the party sailing on the *Mongolia* on July 30, having found the previous voyage very pleasant.

Mr. Wyss has been engaged in the flavoring extract business, having celebrated on April 24, 1925, the twenty-fifth anniversary of the Wyss Manufacturing Co., of which he is president.

Jean Bagaroff, of Bagaroff Freres, Soña, Bulgaria, accompanied by Mme. Bagaroff, arrived on the *Paris*, August 12 for his annual visit to the United States in connection with the otto of rose business with which he has been connected for so many years.

Mr. Bagaroff in an interview with the Editor confirmed the reports that have been received here regarding the meager crop of roses, and added some interesting details. He said in part:

"One of the principal causes of the drop in recent years rose production was due to the fact that many of the farmers gave their attention to the cultivation of tobacco, but since the drop in price of this product they have turned again to rose cultivation.

"Last year there was a large increase in acreage, but the flowers from these plants will not be available until 1927. This year again there was still further increase and by 1927, the added area devoted to rose growing will be fully 50,000 acres, making a total of about 100,000 acres. Therefore, by 1927 we may expect that the production of otto of rose will be normal at pre-war levels, that is, from 3,000 to 4,000 kilos.

"This year there has been an interesting development in the enlarged production of solid concrete by the volatile



Mr. AND Mrs. JEAN BAGAROFF

solvent process, and several of the leading producers of this product have consumed about one-sixth of the total crop in concrete production which will equal about 600 kilos of liquid absolute. Most of the concrete has gone to France where the liquid absolute will be extracted from it, and some of it has gone to London and Paris for direct use by certain perfume manufacturers who have washed their solid concrete for several years.

"This year the rose crop was about 4,100,000 kilos yielding about 850 kilos of oil, whereas the normal pre-war crop, which it is expected to equal in two years, amounts usually to 16,000,000 kilos.

"The crop this year was about the worst in fifty years, largely due to the early budding in the month of February which was produced by the unseasonably warm weather. Had it continued a week or two longer, distillation in March would have been possible, but a seasonal frost intervened and killed the buds. This frost also affected the plants to such an extent that the buds which formed later did not develop properly, and the expectation of a yield of 2,000 kilos of oil was cut in less than half.

"The farmers received about 14 levas per kilo (one leva in American exchange is equal to three-quarters of a cent) and last year the price was only 8 levas." The National Wholesale Druggists' Association has issued a warning against a swindler who is getting perfumes in exchange for fake orders. The experience of a member follows:

"A party called on us and presented an order written up on the letter-head of a very good customer of ours in Colorado Springs asking that we make delivery of a quantity of Coty's goods, the order amounting to approximately \$85. While the order was not signed by the owner of the store himself, in view of his having two stores, we did not at all hesitate to fill the order, making delivery of the goods to the party who placed the order and rendering our invoice in due course.

"This invoice was returned by our customer with a notation that he had not ordered any such goods and when we sent him the letter-head upon which the order was written, he returned it with advices that some party had called on him and asked for a letter-head inasmuch as the party was figuring on doing some bill-board advertising for a fountain pen concern whose goods our customer handled and desired to have the name correctly spelled.

"On taking up the matter with the fountain pen manufacturer we were advised that they were contemplating no bill-board advertising and had no man who was authorized to represent them.

"There was nothing left for us to do but credit the account of our customer, which we did, since which time we have been unable to locate the party to whom the goods were delivered. We are giving you these facts as it may be of service in preventing some of our good friends suffering a similar experience."

The association says that a systematic effort is being made to secure staple selling merchandise by fraudulent means in various sections of the country. Wholesale druggists and perfumers should be careful to ascertain the genuineness of all orders, to avoid being imposed upon in the manner above described.

Eastern Drug Co.. Boston, Mass., gave its annual outing to the members of the Eastern Drug Co. Benefit Association July 25 at Salem Willows. Four big buses and a large number of other automobiles conveyed the party to the grounds by a run over twenty-mile boulevards, and the first event was the baseball game between the married men captained by William O'Day, and the single men led by John Twigg. The bachelors won, 26 to 4.

W. John May has entered the employ of the American Products Co., Cinciunati, as chemist and perfumer. Mr. May has wide experience in the line and has been connected with several well known houses.

Addington Doolittle, president of Compagnie Parento, Inc., Croton-on-the-Hudson, N. Y., who is spending the summer in Europe with his family, sends us greetings from Cannes, France. He writes that the gathering of the jasmin crop has been delayed about three weeks.

Two of the leading drug millers of the country were merged into one firm recently. S. B. Penick & Co. bought P. E. Anderson & Co., both of New York City. According to the arrangements P. E. Anderson, president of the concern which bore his name, will hold the office of vice president in charge of sales.

Scientific Specialties Co., 30 Irving Place, New York City, have enlarged the facilities at their showrooms for the display of novelty glassware in which they specialize. Included in their line of glassware for perfumers are new designs in colored striped vials opaque glass and cut glass bottles some of which are described on advertising page 41.

One of the interesting developments in the field of novelty glassware according to George Grunberg general manager of the company, is the growing demand for containers in odd forms and shapes such as animals, flowers, etc. There is also a demand for containers in the shape of urns and Egyptian jugs which are used largely for oriental types of perfumes. Another number which the public seems to favor is made of porcelain in the form of a Colonial doll's head with a hand-made dress of silk or brocade to cover the bottle.

Despite the large variety of novelty glassware available to perfumers, Mr. Grunberg states that the incessant demand for something new and something different has made it necessary for his company to add a department for the manufacture of special containers to suit the individual requirements of any manufacturer.

Drug and Chemical Section of the New York Board of Trade and Transportation is fathering a plan for a uniform luncheon hour in the allied trades, which it expects to make effective September 15. Firms which agree to the plan will suspend business between 12 and 1 o'clock and it is understood that a considerable number will do so. The object is to economize time, avert inconvenience and obviate delay and incidental expense due to "out to luncheon" answers to many midday telephone messages at present.

Camille Bourguet, manager of the New York branch of Lautier Fils, has returned from an interesting automobile trip taken with Mrs. Bourguet and their son, Rene, along the New England automobile trail to Kennebunkport, Maine. The trail is a continuation of the Boston Post Road leading out of New York City.

Mr. Bourguet reports that the roads are in excellent shape. The touring was ideal, the trip in both directions being made without mishap of any sort and in relatively good time.

New York Laboratories, 152 West 42nd street, New York City, have been organized to manufacture private brand toilet preparations. The company has a factory at 71-73 Goerck street, New York City, in charge of Philip Slapin, who was formerly of the Slaco Laboratories, and other manufacturing concerns in the trade, as well as in the retail drug business. With Mr. Slapin in the company are associated Max Cohen and George J. Ettenberg, chemist.

Hugo Mock, of Mock & Blum, New York and Mrs. Mock who have been enjoying a tour of the principal countries in Europe expect to return about September 1. The trip includes visits to the principal places of interest in England, Germany, Italy, Switzerland, and France. While in Paris, Mr. Mock visited François Coty for whom his firm acted as counsel in a number of important cases in the federal and state courts.

Sydney J. Davies has joined the selling forces of the Tin Decorating Co., of Baltimore, as western manager in charge of Tindeco's Chicago branch office. New York bankers on August 3, offered for sale 235,000 shares of "common" stock of the new Lehn & Fink Products Co. at \$36.50 a share. The company is a holding concern organized to own and manage Lehn & Fink, Inc., of New York, and the A. S. Hinds Co., of Portland, Maine, following the exclusive announcement in our July issue that the two concerns were to be brought under one control.

The business of Lehn & Fink, Inc., was started fifty-one years ago with a capital of \$30,000. For over twenty years it has been distributing Pebeco tooth paste, Lysol disinfectant and other Lysol products, and within the last ten years has acquired the entire ownership of the name and product "Lysol," including the right to its manufacture. The company has also the right in this country to the name "Pebeco."

Profits from Pebeco tooth paste, Lysol disinfectant, Lysol products and other special products are reported as greater than those from the wholesale drug and chemical business, and it has been decided in the future to concentrate on the manufacture and distribution of these products and to enlarge the company from time to time by acquiring other similar products. As an initial step in this direction the new company is acquiring the A. S. Hinds Co., which for more than fifty years has manufactured and distributed Hinds honey and almond cream.

Edward Plaut, of Lehn & Fink, is president of the old and new companies. The stock has no par value. There are 150,000 shares of management stock and 1,000,000 shares of "common" stock. The "common" stock has preferred dividends of \$3 a year and can elect one-third of the board of directors. The management stock elects two-thirds of the directors and possesses all other voting powers.

General Edgar D. Taylor, of Richmond, Va., who in 1907 was president of the National Wholesale Druggists' Association, during his recent attendance at the reunion of United Confederate Veterans in Dallas was guest of honor at a banquet given for him by the Texas druggists.

Langley & Michaels Co., wholesale druggists, of San Francisco, are celebrating the seventy-fifth anniversary of the founding of the business by building a new section of their establishment and adding floors to existing structures so that the company's plant will have a uniform front on three streets of seven stories in height. New and modern equipment also is being introduced in the various departments.

Tokio reports that the Hoshi Pharmaceutical Co. has declared a 10 percent dividend on the profit of 1,299,000 yen realized in the last fiscal year. Of this profit, 51,000 yen was devoted to the legal reserve, 101,000 yen to the special reserve, 100,000 yen to the reserve for debenture refundment, 40,000 yen for bonuses for officials, 50,000 yen for the workmen's bonus, 625,000 yen for dividends, and 331,000 yen to the balance to be carried forward to the next year. (The yen is rated at 49.85 cents gold, current exchange being 40@41 cents.)

Grand Parfumerie de Lux Magazin Français, proprietaire, Mladen Zoritch, Osijek 1, Osijek, Jugoslavia, has been reorganized as a large perfumery and toilet preparations store. The proprietor plans to give considerable attention to American products in that line and is desirous of receiving price lists and catalogues from American manufacturers.

Among the business troubles since our last report are the following items:

Scientific Utilities Co., Inc., of New York, and Nathan Sanders, in supplementary proceedings, following a judgment. In the examination it appeared that the corporation had assets consisting of merchandise in the Custom House as security for a trust receipt held by the People's Commercial Bank. Sanders in his examination did not disclose personal assets of any value.

Mr. Sanders says further that he is president of Pompadour de Paris, Inc., but does not own any stock in it other than one share to qualify as a director, and Pompadour de Paris, Inc., did not take over any assets of the Scientific Utilities Co., Inc., but is doing business on moneys contributed for stock by his mother, who he says is the sole stockholder.

Lotus Bud Co., Inc., toilet specialties, 389 Fifth Avenue, New York, August 2: Bankruptcy schedules filed: Liabilities, \$31,159; assets, \$17,477, main item being stock, \$10,315. Principal creditors are T. Nakayama, \$10,450; George Schmitt & Co., Inc., \$7,038; Redfield-Kendrick-Odell Co., \$2,400.

Le Blume Import Co., manufacturers of perfume. 4 West 16th Street, New York, petitioned into bankruptcy August 13 by Pompadour De Paris, Inc., for \$40; Albert Rolls, \$3,000; Benjamin Green, \$1,300. John C. Grier appointed receiver, under \$5,000 bond, by Judge Goddard. Liabilities not stated; assets about \$10,000.

The Levant Castile Soap Corp., of Manhattan Borough, New York City, has increased its 100 shares of stock from \$10 to \$100 each, the 100 shares of common stock, no par value, remaining as heretofore.

Boston advices of July 31 give the following financial statement of the Warren Soap Mfg. Co., textile soap and chemicals, for the year ended Dec. 31, 1924;

Assets: Real estate, \$11,500; machinery, \$18,094; merchandise, \$11,436; notes receivable, \$5,940; accounts receivable \$32,018; cash, \$4,928; securities, \$2,853; deferred charges, \$250; good will, \$30,000; profit and loss, \$114,418; total assets, \$231,437.

Liabilities: Common stock, \$68,100 (\$100,000 authorized); accounts payable, \$22,037; notes payable, \$91,300; capital stock no par value, \$50,000; total liabilities, \$231,437.

Mathieson Alkali Works, Inc., for the quarter ended June 30, reports earnings of \$587,975 against \$410,119 last year, and net income of \$377,750 against \$235,624, after reserves for depreciation, depletion and taxes. The net for the quarter, after preferred dividend requirements, was equal to \$2.32 each on the 141,257 shares of no par common stock outstanding. In the same quarter in 1924 net income was \$1.57 a share on the common stock.

For the first half of 1925 the company reports total earnings of \$1,174,763 against \$646,754, and net income of \$753,403 against \$317,742, after similar deductions. The net for the half year was \$4.64 a share on the common stock, against \$1.85 a share in 1924.

United Laboratories, New York City, announce that they have been appointed United States and Canadian agents for Erste Tiroler Latschenol Brennerei Thal Assling, Tirol, Austria, distillers of coniferous oils especially pine needle and juniper oils.

NEW INCORPORATIONS

Note.—Addresses are given, so for as available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, enforced with requests to "Please Forward."

Burnside Mfg. Corp., Bronx Borough, New York City, perfumeries, \$5,000; A. Scholz, M. J. Elfenbein, L. M. Fox. (Attorney, L. Landes, 165 Broadway.)

La Via Chemical Co., Bronx Borough, New York City, barber supplies, \$10,000; B. Levy, A. Miljte, M. J. Elfenbein. (Attorney, L. Landes, 165 Broadway.)

Les Parfums des Courtisanes, Manhattan Borough, New York City, perfumes, 100 common, no par; C. Diaz, J. Martinat, S. Claus. (Attorney, R. Houguet, 2 Rector street.) Lovelure Perfume Corporation, deal in "Clover's Electric Caloric Perfumes"; \$250,000; Dover, Del. (Capital Trust

Co. of Delaware.)

Lat Perizer Corp., \$20,500,000; manufacture sanitary soaps for shaving purposes; M. A. Bruce, F. R. Bogart, E. C. Lehane, Wilmington, Del.; 50,000 shares of preferred stock of par value of \$10 per share, amounting to \$500,000, and 200,000 shares of common stock without par value. (Corporation Trust Co. of America.)

Vick Chemical Co., Wilmington, deal in Vick's Vaporub, \$40,000,000; 400,000 shares of stock without nominal or par value; William Y. Preyer, James F. Hoge, J. D. Nelson, Greensboro, N. C. (Corporation Trust Co. of America.)

BOOK REVIEWS

"ANNUAL REPORT OF THE SMITHSONIAN INSTITUTION," for 1923, green cloth covers; 578 pages; Government Printing Office, Washington, D. C., 1925; \$2.

This annual report of the Board of Regents besides giving an interesting resume of the operations, expenditures and condition of the Smithsonian Institution contains numerous reports of value to scientists and students in various lines of research. The volume is liberally illustrated with photographs, drawings and charts of the subjects treated, which however, have no direct relation to our industries.

YEAR BOOK OF THE AMERICAN PHARMACEUTICAL ASSOCIA-TION, 1923. Chicago, Ill., 1925, published by the American Pharmaceutical Association; 620 pages.

This publication contains the sixty-sixth annual report on the Progress of Pharmacy and the constitution, by-laws and roll of members of the association, corrected to April 20, 1925, besides the roster of officers since the date of organization. The progress report fills 437 pages and is a comprehensive review of published information in many lines, including essential oils, aromatic compounds, perfumery, soaps, fats and oils, of interest to pharmacists and giving numerous excerpts from the 1923 periodicals. The report was prepared by A. G. DuMez, with the collaboration of a staff of industrious members.

May Sell American Air-Mail Stamps Abroad

On recommendation of Americans resident in Paris, the sale of American air-mail stamps in European countries is being considered. On arrival in the United States, incoming mail bearing such stamps could immediately be placed in special pouches for delivery via transcontinental air mail.

NEW PUBLICATIONS, PRICE LISTS, ETC.

UNGERER & Co., New York, have issued a new wholesale price list. This very attractive 24-page price list, compiled and revised under the personal direction of W. G. Ungerer, president of the company, is probably as complete a list of perfume materials as is issued by any firm in the world. The introductory chapter is devoted to "Primary Materials" giving a review of conditions in the early months of 1925, with conditions and outlook based on information received from authoritative sources, this survey covering four pages. The price list includes a very comprehensive list of Hugues Aine maceration and enfleurage products, hyperessences, floressences, solid flower essences, resinaromes, etc.; Chuit-Naef synthetic creations; "Staff-AllenS" super-specialties; aromatic chemicals; certified, soap and perfumers' colors; aromatic drugs, gums and sundries; confectioners' floral flavors; floral waters; natural fruit flavors; natural aromatic isolates; olive oils; perfumers' tinctures; sachet bases; Vidal-Charvet products, etc.

In the section set apart for aromatic chemicals the products are arranged according to chemical groups; as follows: acids, alcohols, aldehydes, esters, etc., thus making it easy for the informed perfumer to locate with facility the product in which he is interested. The price list is an excellent example of typographical work.

Magnus, Mabee & Reynard, Inc., 32 Cliff street, New York City, are distributing leaf sets of the series of "Sixteen Decisive Battles of the World" which were recently run in the advertising columns of The American Perfumer. Persons desiring copies may obtain them on application.

ROSSVILLE ALCOHOL TALKS, Booklet No. 9, July, 1925, issued by the Rossville Co., Lawrenceburg, Indiana, is another of the interesting series of tabloids printed for the edification and information of consumers of industrial alcohol. The present number tells of the quest of an internationally known perfumer for samples of the product to make tests for selecting a source of supply.

RICHARD HUDNUT, New York and Paris, has issued a handsomely illustrated catalogue and wholesale price list of holiday creations for 1925, made up of 48 pages. As usual the publication is a work of typographical art, the various items being reproduced in exquisite colorings.

Management Methods, No. 3, Methods of Compensation of Factory Workers, being a practical synopsis for business men, is one of a series of leaflets issued by the Metropolitan Life Insurance Co. (Group Insurance Division), copies of which can be had on request sent to 1 Madison Avenue, New York City. The entire series contains information of interest to manufacturers and other employers.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for August.

GREEN BOOK FOR 1925.—This handy manual, issued by the New York Oil, Paint & Drug Reporter, is in its thirteenth year. It has expanded to 684 pages, but retains its convenient $3\frac{1}{2} \times 7\frac{1}{2}$ size. There are three parts, one devoted to drugs and chemicals, another to apparatus and machinery, with a third listing chemists and engineers.

Speaking of Dumb-Bells

My girl's so dumb she thinks a tonsorial parlor is a throat doctor's office.—Square Deal.

IN MEMORIAM FOR DEPARTED FRIENDS

AARON, EMIL, soaps, retired, New York, August, 1912.

BISCHOFF, MICHAEL, pioneer soap manufacturer, Zanesville, Ohio, August, 1919.

Brown, David Seymour, retired soap manufacturer, New York City, August, 1915.

BRUCK, FREDERICK WILLIAM, soap manufacturer. Pittsburgh, Pa., August, 1917.

Burton, Washington, president of W. Burton & Co., Inc., flavoring extracts, New York, August, 1918.

CURTIS, WILLIAM E., a director in the Scovill Manufacturing Co., Waterbury, Conn., August, 1923.

FRITZSCHE, HERMAN T., of Fritzsche Brothers, New York, August, 1906.

GOLD, SOLOMON, retired soap manufacturer, Schnectady, N. Y., August, 1916.

ISERMANN, Mrs. FANNIE, mother of Samuel and Max Isermann, New York, August, 1920.

Johnson, Caleb E., president of the Palmolive Co., Milwaukee and Chicago, at Easthampton, L. I., August. 1924.

Kelly, Dr. H. S., soaps and toilet specialties, West Dennis, Mass., August, 1912.

KERKSLAGER, MILTON W., soap manufacturer, Philadelphia, August, 1913.

Loud, Theodore R. L., manager New York Quinine & Chemical Works, automobile accident, August, 1922.

PEET, JESSE, soap manufacturer, one of the founders of Peet Bros., Kansas City, Mo., August, 1917.

ROBESON, WILLIAM B., of Antoine Chiris Co., New York, August, 1908.

Ross, Frank A., long treasurer Flavoring Extract Manufacturers' Association, Melrose, Mass., August, 1922.

SCHAFER, EDWARD A., assistant superintendent Elizabeth factory of Morana, Inc., New York, August, 1921.

Schlienger, Hubert, Bertrand Freres, Grasse, France, August, 1910.

Scott, William, president of the Kiefer-Stewart Drug Co., Indianapolis, Ind., August, 1922.

Sheldon, Nicholas, soaps, Providence, Rhode Island, August, 1911.

Tetlow, Joseph, perfumery, Philadelphia, August, 1911.

Ungerer, William Phillip, founder of Ungerer & Co., New York, August, 1907.

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WILLIAMS, AARON W. C., Williams Soap Co., August, 1910.

Joseph F. King

Joseph F. King, of the general sales department of the American Can Co., New York, died on August 1 at the Methodist Episcopal Hospital, Brooklyn, as the result of blood poisoning contracted from a severe case of sunburn which he had contracted.

Mr. King was twenty-two years with the American Can Co., having started as an office boy, rising in the ranks to successive positions of responsibility. In 1919 he was made local sales manager at Bridgeton, N. J., where he remained until 1920, when he became assistant to George W. Cobb, general manager of sales, whose warm friendship he soon won.

Mrs. King and a two-year-old son survive. One

brother, Frank C. King, is a salesman for the American Can Co., general line department, in Central New York State. Mr. King's mother, one married, two unmarried sisters and a younger brother reside in Brooklyn. The funeral was held August 3 at St. Rose of Lima's Church, and interment at Holy Cross cemetery in Brooklyn. Mr. King was a member of the Elks and Knights of Columbus.

Ethelbert L. Whitehouse

Ethelbert L. Whitehouse, who was in the sales department of Ungerer & Co., New York City, for the last five years, died at his home, 16 Willoughby avenue, Brooklyn, on August 17, at the age of forty-three years.

Mr. Whitehouse had been in ill health for three weeks, suffering from uremic poisoning, which was the cause of



E. L. WHITEHOUSE

his death. He was born and educated in Baltimore, Md. His father died when he was still a boy; and this led him to seek employment as an office-boy with the firm of Straus Bros. His intelligence and natural aptitude for making friends attracted attention, and as a result, his advancement was rapid. He was employed by the firm for a number of years and later became associated with John Daniels & Son, doing social service work in Baltimore.

When Mr. Daniels was called to New York City to do social service work, during the administration of Mayor Mitchel, Mr. Whitehouse accompanied him. Later he became associated with Haas Bros., silk factors.

When the United States entered the World War, Mr. Whitehouse enlisted for service in the Red Cross, doing work in that division until the Armistice. In 1920 he joined the sales department of Ungerer & Co., with which concern he was connected at the time of his death. His faithfulness to his duties, and his loyalty to his associates not only served to make him very popular as a business man but also won for him a host of friends in the trade. He was of a studious nature and spent much of his spare time reading. In fact he acquired most of his education by his own efforts, supplementing his reading with night courses at New York University.

Mr. Whitehouse was married to Miss Louise M. Miller of Baltimore thirteen years ago, and in addition to his widow, he is survived by his sister, Miss Edith Whitehouse, and his mother, both of whom reside in Baltimore.

Mr. Whitehouse was an active member of the Brown Memorial Church of Baltimore, and entered the Lafayette Avenue Presbyterian Church of Brooklyn. Funeral services were held on the evening of August 19, and interment was made in Woodlawn Cemetery.

Calvin Hotchkiss

Calvin Hotchkiss, president of the H. G. Hotchkiss International Prize Medal Essential Oil Co., Lyons, N. Y., died August 13. Mr. Hotchkiss was born in Lyons, January 19, 1851. Upon completing school he joined the firm founded by his father, H. G. Hotchkiss, in 1839, and in 1894, upon its incorporation, was elected president. His wife formerly Miss Elizabeth De Voe of Wayne City, died some years

ago. Two sons and a daughter survive. He was an Elk and a Mason and took an active interest in public affairs.

Dr. Joseph J. Koob

Dr. Joseph J. Koob, one of the co-owners of the Central Supply Co., of Brooklyn, N. Y., manufacturing flavoring extracts and toilet articles, died at his home in Brooklyn, August 12, at the age of 55 years. He was born in Passau, Bavaria, Nov. 17, 1870.

It was in 1899 that Dr. Koob with his brother-in-law, Dr. Charles H. Meyer, then librarian of the Brooklyn College of Pharmacy, purchased the drug store of the late James F. Lebmann, then being conducted by Dr. Charles Lebmann, his son, a graduate of the University of Brussels, Belgium. Dr. Meyer, Dr. Koob and Dr. Lebmann, all university graduates continued the business and gradually began the manufacture of toilet preparations, flavoring extracts and allied lines. This business grew and finally the drug store was sold and the manufacturing business continued under the name of the Central Supply Co. Although interested financially, Dr. Koob relinquished active part in the management of the business, devoting himself instead, to his dental practice. Dr. Lebmann, died January 3 of this year at the age of 54 years.

The passing of Dr. Koob, leaves Dr. Charles H. Meyer in sole charge of the business. The scientific library of 2,000 volumes which was the heritage of the three scientific men when they began business now numbers 3,500 volumes.

Obituary Notes

Lucius Elmer Sayre, dean of the school of pharmacy of the University of Kansas and a former president of the American Pharmaceutical Association, died July 20 at his home in Lawrence, Kan., after an illness of several months. He was seventy-eight years old.

Dr. Lucien C. Warner, organizer of the Warner Chemical Co., of New York, died at his home in this city July 30. He was in his 84th year. Dr. Warner served in the Civil War and was much interested later in business and health enterprises. He is survived by his wife, four children seven grandchildren and one great grandchild.

Irving W. Kelly, for over thirty years a salesman for Solon Palmer, perfumer, New York, whose headquarters were at Kansas City, died July 12 at Trenton, as mentioned in our Chicago Correspondence,

Edward Stamper, a Colgate salesman for twenty-three years, latterly covering the Chicago south side territory died in San Francisco, June 30, following a major operation. The body was taken to Chicago for burial. Mr. Stamper was 53 years old.

Philip G. Pearsall, attached to Colgate & Co., died July 19 in Havana, Cuba, while making a business trip for his firm. He was 55 years old and lived at 229 Nichols Avenue, Brooklyn.

Very Little Difference

Chief of Police: What! You mean to say this fellow choked a woman to death in a well lighted cabaret in front of over a hundred and fifty people? Did no one interfere? Cop: No, cap, everybody thought they were dancing.— Fitch's Square Deal.

News Permeates Every Page

The text pages of THE AMERICAN PERFUMER AND ESSEN-TIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

ENJOYING A VACATION AT SEASIDE A Day at Swampscott with President Coolidge

(From H. I. Phillips' Sun Dial, New York Evening Sun.)

- 7 A. M-Rises and looks out window at ocean and grounds. Thinks them nice but extravagant.
 - 7:30-Shaves, using an old blade.
- 8:00-Breakfasts, Wishes dining room were smaller. Thinks of comfortable old dining room back in East Hampton and grows pensive.
- 8:30-Goes out onto porch. Looks at ocean and grounds again. Is sure place is an extravagance. Wonders what he'll do to-day.
- 9:00—Still wondering what he'll do. Feels he'd be better off working. Wishes he had a law case to study.
- 9:15-Strolls to water front. Wonders what a man sees in ocean bathing when he has a tub in the house with soap, towels and everything. Reflects on expensiveness of bathing suits nowadays.
- 9:30—Surmises that, after all, it might do him good to get into spirit of care free vacationist. Wonders if he'd get any kick out of going fishing; wishes he could get a pole and some bait, undetected, and try it.
- 9:35-Decides to look for a pole. Finds one. Is about to dig some worms when he gets a call to telephone from Congressman "X" on tax reduction programme.
- 10:00-Decides not to dig worms. Thinks he'll go for sail on Mayflower. Wishes he could go without having to put on that yachting cap and suit. Wonders who designed caps and suits people have to wear to go yachting.
- 10:15—Decides he'll take a walk along shore, find a secluded spot and have a quiet hour all to himself. Starts to stroll. Gets call into house to read telegram on interallied reparations.
- 10:30-Wonders what he was about to do when interrupted. Recalls and starts to stroll to secluded nook again. Is half way there when messenger intercepts him and hands him batch of telegrams on threatened coal strike. Returns to house to study telegrams and frame replies.
- 11:30-Wishes he had gone to Plymouth in first place. Sees newspaper men gathering. Wonders why newspaper men don't go on vacations. Wishes he could hide some place rest of day. Decides to go out back door and steal an hour's solitude in shrub screened summer house.
- 11:45-Starts for summer house. Runs into newspaper correspondent. Other newspaper correspondents besiege him and ask view on Chinese situation, Riff war, coal crisis, monkey case and high cost of bologna,
- Noon-Is called into house by a phone call from Frank Stearns.
- 12:15 P. M.-M.—Feels he made a big mistake coming to Wishes he was way up in Vermont and could Swampscott. lie in hayfield like a boy. Looks outside door, sees ha distance and wonders if he couldn't get there unseen. Looks outside door, sees hayfield in Thinks country would be better off if more men spent vacations in hayfields instead of summer estates.
- 12:30-Secretary hands him new sheaf of telegrams on coal strike developments.
- 1:00 to 2:00-Lunch and more coal crisis telegrams.
- 2:30-Decides to go out and read "Snowbound" under trees. Runs into four photographers. Turns to return to house and finds himself cut off by six more camera men. Tries to dodge to left, but finds self surrounded.
- 2:45 to 4:00-Forced to pose for camera men.
- 4:00 P. M.-Asks photographers: "What're you going to do with all the pictures you take of me up here
- 4:01-They answer; "Publish them as views of the President enjoying his vacation.
 - 4:02-President collapses.

Not in New York's White Light Region

- Boy: "I know where you can get a chicken dinner for Boy: "I know."
 15 cents."
 Father: "Where?"
 Boy: "At the feed store.—Western Druggist.

CHICAGO

CHICAGO, August 15.—Picnicking and baseballing are two of the big sports of the Chicago Perfumery, Soap and Extract Association. On Thursday, July 30, about seventy-five of its members rendezvoused about noon at Market and Washington streets and started on a delightful fifteen-mile automobile ride to the famous Chateau Desplaines inn and picnic grounds west of Chicago. It was a stag affair as usual, and joy was unrestrained by even the semi-formality that the presence of ladies is bound to impose. A splendid buffet luncheon was ready to serve when the party arrived.

Baseball started early in the afternoon, and the contest was between nines made up of the picked players among the Perfumers and Dealers. The score was 19 to 15 in favor of the Dealers, who were riotously happy winners, while the Perfumers were ideally good and cheerful losers.

There were several spectacular hits made, particularly when some of the Perfumer players discovered that by knocking the ball in a manner that would cause it to lodge under the autos it would give the batter a better chance to make a home run.

Clarence Morgan, "live wire" Dealer, got the limelight, and something more forceful as well, when playing third base, which happened to be a tree. Clarence leaned up against the tree and, according to the umpire's version, went to sleep. At this juncture a Perfumer at bat, taking in the novel situation, sent a ball squarely into the center of the Morgan anatomical "bread basket," which of course woke him up. This is the first time on record, it is seriously contended, that Mr. Morgan has ever been caught napping when something good in the way of business or pleasure was in the making.

Another situation of tense moment to both sides was when Charles Shapiro caught the ball, with all bases full and third out, making the Dealers running in hard luck and the Perfumers playing lucky for the time being.

Then came the Chateau Desplaines famous chicken dinner—oh, mi!—which the seventy-five sat down to with appetites whetted to the nth degree from their activity in the ball game either as players or rooters. This was at 6:30 P. M. Joseph DeLorme served as toast-master, and did it in a manner that Chauncey Depew in his palmiest days could not excel. Then the feast and flow of the soul was let loose, each member of the party contributing his latest yarn or experience, replete with wit and wisdom, sentiment and alliteration, that made the hour a most happy one and of the character in kind that builds fraternity and friendship, and mellows the crassness of business life with the unction and perfume of fiendly interests and brotherly kindness.

The party broke up at 8:30 when it began to rain, but all returned to the city and their homes unruffled and in the best of spirits. It was a great day, and Roy Downs was given a vote of thanks for the excellent planning that made the event run off so smoothly and satisfactorily.

Eleven manufacturers of perfumery and toilet goods of a liquid character, suspected of catering to the beverage trade, went out of business during the last month because of cancellation of their permits by Internal Collector Mabel G. Reinecke or by voluntary withdrawal of their special denatured alcohol permits. The monthly alcohol quota of these firms totaled 4,500 gallons per month. Some of the firms felt they would rather abandon their alcohol formulae than to risk the possibility of becoming involved in alleged

conspiracy cases now being worked up by U. S. District Attorney Olson. In spite of this situation which ripened about August 1, a comparison with last year will show that the Chicago distilling and denaturing plants released on withdrawal permits 100,000 gallons less in July of this year than in July, 1924, when legitimate priviliges were identical.

H. H. Bartold, the genial and successful manager of the Chicago branch of George Lueders & Co., Inc., New York, recently celebrated his twenty-fifth anniversary in the service of this house and has been receiving the congratulations of the army of friends that are his both in and out of the trades that he serves. Mr. Bartold started with



In George Lueders & Co.'s Chicago Branch Office: Reading from the Right—Wm. McMillan, Lester McNerney, Harry C. Bartold, H. H. Bartold, Jos. O. DeLorme (a visitor), F. V. Varallo and J. I. Carpenter.

George Lueders & Co. back in 1900 and personally traveled the entire Middle West, and also the far West to Salt Lake City. On account of the growing business of the concern Mr. Bartold was compelled to give up considerable of this territory and devote more and more attention to the Chicago office as an executive. He was succeeded in most of this territory by William MacMillan who had for years been connected with another important house



ONE SECTION OF GEO. LUEDERS & CO.'S CHICAGO BRANCH

and covering a large section of the Dominion of Canada, and who was also familiar with the requirements of the territory.

Besides Mr. MacMillan, the organization under Mr. Bartold, working out of Chicago, is composed of Lester Mc-Nerney, Harry C. Bartold, who is Manager Bartold's youngest son, F. V. Varallo, and J. I. Carpenter. Mr. McNerney, who is well known in the jobbing trade and the wholesale drug trade, was formerly connected with the Lincoln Drug Co., Lincoln, Neb., and afterwards served as buyer for the wholesale drug house of Humiston, Keeling & Co., Chicago. He is looking after important territory and some

key customers and is a valuable adjunct to this office. Mr. Bartold, Jr., looks chiefly after Chicago trade and takes care of the principal towns in Michigan. Messrs. Varallo and Carpenter also do their part in making the Chicago office an important factor in the trade. The organization as a whole functions up to the nth degree under the stimulating and inspiring guidance of its chief, H. H. Bartold, whom it is a genuine pleasure to meet and who when meeting him one becomes his friend.

The Lueders' Chicago branch, situated in the Boyce Building at 500 North Dearborn street, is more commodiously housed than at its old location in West Randolph street. The accompanying illustrations will be interesting in this connection. Picture No. 1 shows the Lueders Chicago organization, and Picture No. 2 gives a section of the stocks of smaller containers for distribution in Chicago and the Middle West. It may be observed in passing that Manager Bartold and his lieutenants do not pride themselves on beauty, but on hard-hitting, ordergetting and equally aggressive order-filling, so it was fortunate that Joseph O. De Lorme, president of the Riveria Products Co., strolled in when No. 1 picture was being taken, thus embellishing the scene with the shining light of his lionel presence-an unexpected and highly appreciated honor, it was stated.

Brief mention was made in these Chicago items some time ago that the Abbott Laboratories property in the Ravenswood district of Chicago had been purchased by G. D. Searle & Co. Dr. Claude H. Searle, president of the latter company, states that the ground 237 x 163 at the southeast corner of Ravenswood and Lawrence avenues with the two factory buildings thereon had been purchased for \$300,000. The Searle company will occupy three floors of the five-story south building and will rent out the other two floors and the entire north building. G. D. Searle & Co. was the outgrowth of the old pharmaceutical manufacturing house of Searle & Hereth, of which the late G. D. Searle and Prof. Hereth were the principal owners. The firm was established in 1888, and when the new firm was formed they built a small modern plant in Ravenswood avenue, near Wilson, several blocks south of the present new location.

The Abbott Laboratories have already moved and set up new manufacturing equipment in a group of buildings they have erected on a 24-acre tract of land purchased at North Chicago, a suburb of Waukegan. They will move the remainder of their works and the general offices to North Chicago about October 1, it is planned.

John Blocki, veteran Chicago perfumer, has recently been made honorary president of the Chicago Veteran Druggists' Association, composed entirely of men who have been in the drug and allied businesses for twenty-five years or more. He succeeds the late O. F. Fuller in this post of honor. It is the custom of all members and visitors, on coming into the room where the weekly luncheons are held, to salute the honorary president, then to pass around the table and shake hands with all of the other members who happen to be in their places. The association was founded back in the 80's by "Admiral" Thos. N. Jamieson, former naval officer of Chicago and a prominent politician when former Senator William Lorimer was in power as the Republican leader of Chicago and Cook County.

W. W. Baldwin, of the Baldwin Perfume Co., Chicago, is touring the Pacific Coast cities and valleys, and when last heard from, was in Santa Monica, Cal. He has sent post card greetings to many friends.

Much sorrow was occasioned in Chicago by the news of the death of Irving W. Kelly, for more than thirty years a salesman for Solon Palmer in the Kansas City territory. Mr. Kelly traveled the states of Missouri, Kansas and Oklahoma and a part of Texas and was a frequent visitor in Chicago where he was known socially. He passed away July 12, at Trenton, N. J., after a protracted illness. Mr. Kelly was an active member of the Mystic Shrine.

Francis W. Jones, president of the Melba Míg. Co., Chicago, was the victim of a sensational hold-up a little after midnight, August 7. He was returning from the theater and the hands-up demand was made in the rear of his home at 843 Drexel Square. The robbers temporarily got away with a watch and stick pin valued at \$500 and cash amounting to \$200. The men sped away in an automobile, but were soon overtaken by policemen. The men were young, 24 and 30 years, and were armed with a shot gun. Both had crime records. "It was an exciting experience," said Mr. Jones, "one I would not care to go through again."

Mrs. Ruth J. Maurer, head of the National School of Cosmeticians, in summer session here last month, proclaimed as a fact that beauty culture is being used in insane asylums with important remedial effect on women patients. While it cannot be said that the rouge jar is a cure for insanity, or the lip stick, complexion powder and bobbed hair a remedy for dementia, it can be said in all seriousness that beauty culture has been helpful in restoring the minds of women patients afflicted with the melancholia type she said. "Unkempt and disheveled, dressed in tawdry garb supplied by the asylum authorities, and given no facilities for personal adornment, women in asylums become more helplessly insane each year," Mrs. Maurer continued. "Any woman with average intelligence and taste might develop into a lunatic if forced to wear such atrocious regalia."

Chas. A. Rindell, Inc., manufacturers' representatives, have taken larger quarters in the same building (64 West Randolph street, Chicago) on a higher floor.

Otto Cohen and Dave Hamburg have sold their interest in the Lady Esther Co., Chicago, Ill., and are no longer connected with that concern.

American Can Co., it is reported, has acquired the Central Bag Manufacturing Co. factory in Chicago for a price reported to be about \$600,000 in cash. This is the fourth Chicago plant bought by the can firm and brings the total in the United States to fifty-one.

William Wrigley, Jr. Co., of Chicago, has bought the physical assets of Listerated Gum Corp., which owns a factory at Newport, R. I. As of December 31, 1924, the Listerated Gum balance sheet carried plant and equipment at \$548,296 and good will at \$150,000.



MONTREAL

Montreal. August 15,—"Business is' very good." These four words used by one of the most prominent uptown druggists aptly describe business conditions during the last week and the general reports are in line with that. Chiefly, the tourists are responsible for this happy state of affairs, as the majority of the people who bring in the local trade are away at the seaside or on the lakeshore, but what is the local druggists' loss is the others' gain.

There has been a steady demand for the better grades of perfumery, visitors showing somewhat extravagant traits while on their vacations. Druggists in the heart of the city have been featuring the English goods for the tourist trade and they have been selling well as it seems true that when people get away from home they start buying that which they cannot get or do not wish to buy at home.

The more expensive grades of soap also have proved good sellers during the last week but here again the tourists, most of whom come from the United States, are the chief purchasers. In other lines business has been very satisfactory, as for instance in cosmetics, the sale of which has been stimulated by a hot spell which lasted ten days. Face lotions and creams to stave off the effects of sunburn have been especially popular.

Nearly 200 delegates were present at the fiftieth annual convention of the Nova Scotia Pharmaceutical Society held in Halifax recently. Fraser Colquboun of North Sydney, the president, occupied the chair. Following the convention a party of thirty-seven left for Charlottetown to attend the annual meeting of the Canadian Society.

Chemists in the British Isles are prospering in spite of depressing business conditions. This was the cheerful news handed out by Martin L. Daniels, director and manager of the United Drug Co., Nottingham, Eng., who, with A. Sullivan, manager of the company's branch at Liverpool, stopped here recently on their way from Boston. In this city they represented Great Britain and Ireland at the international convention of chemists.

According to an official of the Canadian Industrial Alcohol Co. operations during the current fiscal year to date have been entirely satisfactory. Although sales have not been quite so good as during the banner year of 1924, they have been sufficient to permit of earnings during the first nine months to adequately cover the full year's dividend requirements on the common stock. It is also stated that the outlook for the balance of the current fiscal period continues satisfactory and it is believed that anything like a further recovery in business conditions will mean increased revenues for the company.

TORONTO

Toronto, August 15.—The summer holiday season is at its height in Toronto and the larger centres of the province, with the result that many of our people are away on their vacations or at their summer homes near the lake, forest and river resorts. There is, it is true, an equally large number of tourists and holiday-makers visiting the city, and an especially large number of motorists are touring the highways of Ontario, all of them leaving behind a fair amount of money in exchange for goods. The retail druggists are getting some of this money, and the perfume departments are making their proportionate share of the sales. The Canadian National Exhibition, which opens at Toronto

the last of this month, is the outstanding coming event. Some thirteen of our local perfume houses or agencies intend having booths at the fair.



A. CAMPBELL'S CATCH

A. Campbell, of Richard Hudnut, Ltd., is back from his vacation which he spent at Lake Scugog with his wife and six children, who are enjoying the entire heated season there. The lake is about 23 miles long and affords excellent fishing for green bass and muskollonge, the accompanying photo showing an 18-pound muskollonge which was among the numerous finny specimens captured by Mr. Campbell in

the lake's limpid waters during one of his expeditions. Mr. Campbell is also an enthusiast in the flower line. He says he thinks Toronto is one of the best "home" towns on the continent. The people seem to vie with one another in striving for the best flowers and best gardens. He tells of a garden near Port Perry which has an international record. This garden owned by a Mr. Kent, hasome of the finest roses grown anywhere, the proprietor having imported specimens from all quarters of the world. Mr. Campbell promises some views of these gardens for The American Perfumer.

J. R. Kennedy, of the Limited Drug Co., is quite an enthusiastic flower and perfume man. Not satisfied with working in the laboratory at the company's plant, he has a small model laboratory at his home, out the Kingston Road. He has some beautiful specimens of flowers about

his garden and his home, too; and it's worth a person's while to see these.

John R. Ferrell, of Morana, Ltd., is at present on a business trip to Winnipeg. Ed Stange, of the same house, has just returned from a business trip to points in Quebec Province.

Canadian Boncilla Laboratories, Ltd., under the direction of Mr. Garlick, are showing progress. All summer through business has been good, says the manager.

Rolph R. Corson, president of the Canadian Perfumery Association, is holidaying on the Muskoka Lakes. He is expected to bring back a goodly supply of stories about fish if he does not bring down some finny specimens to show his friends.

The Rolph R. Corson, Ltd. plant is undergoing its annual paint revamping. Hitherto it had been found necessary to close the plant for two weeks to take stock, clean up and paint the premises. This summer, however, business demands that the plant be kept running to fill orders.

Though summer is not yet through indications of the approaching Christmas season are observable. Richard Hudnut, Ltd., are getting ready their Xmas holiday lines. This company will also show at the Toronto Exhibition.

Jones Bros, & Co., Ltd., report, good, steady business with no let up because of summer slackness. This concern is fortunate in having branches throughout Canada, thus being enabled to keep closely in touch with trade demands.

Mr. Collins, of the Mutual Sales Co., reports a good sales season. His recent trip to the Pacific Coast helped boost his company's business.

A. P. Taylor, of Soaps-Perfumes, Ltd., intends putting into service many of the hints and suggestions he picked up on his recent European trip. He has been away for a little holiday the last few days,

Some of the new productions seen about Toronto and vicinity of late are "Blossom Bloom," handled by the Empire Agencies; "Jif," made by Canadian Soaps, Ltd., and "June Gillex," put out by the E. W. Gillett Co.

The Melba Mfg. Co. is now manufacturing in Canada. At the commencement of August the Toronto paint turned out its first powders; this week Mr. Armstrong turned out his first creams; and by the end of the month the complete line as made in Chicago is expected to be manufactured for the Canadian trade in Toronto. This company will make a display at the Canadian National Fair.

The 303 Chemical Co., Ltd., Toronto, makes of a cold remedy, are now putting out a complete line of perfumes and toilet goods under the designation "Jacobin." Corson a cousin of Rolph R. Corson, is chemist.

The triennial session of the Order of the Eastern Star brought to Toronto a couple of thousand women delegates from all parts of North America during the week of Aug. 10. The perfumery and gift shops did a splendid business.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City. PATENTS GRANTED IN CANADA

251,613, soap-making, Robert E. Devine, Chicago, Ill. 251,705, box atachment to keep lid in raised position, enry J. Vetter, New York, N. Y.
251,817, hair-dressing appliance, Arnold Henry Bongers

and Gaston Boudou, assignee of one-half interest, both of

London, N. 10, England.

251,852, display box, Albert W. Engel, Chicago, Ill.

251,867, comb, Leo A. Henter, Hot Springs, Mont.

251,935, collapsible container, Robert Viegelman, New York City.

252,006, shampooing bottle cap, Van Ess Laboratories, Inc., assignee of Elmer Allen Gentry, both of Chicago, Ill 252,029, hair curler, David Lewis Short, assignee of Frank

O'Neil, Joseph Marie Lozano and Augustus Henry Sexton, all of Philadelphia, Pa.

252,030, tooth brush shield attachment, Nancy Marie Small, assignee of Frank E. Small, both of Jamaica, N. Y. 252,034, box, Lee Robison Conwell, assignee of George Hornecker, both of New York City, N. Y. 252,062, both of

252,063, holder for paste containing tubes, Alfred Edwin Fish, Chicago, Ill.

Note:-Two typographical errors, one in the Canadian Patent Office Record, make necessary this correction of the

following Patent Granted: 249,976. Vanity case, Francis A. Fairbairn, Montreal. Mr. Fairbairn is assistant manager of Palmer's Limited, Montreal. A United States patent has been applied for.

TRADE MARKS REGISTERED IN CANADA

"One of the Gleen Family," the word "Kleen" being printed in block letters, and the letters tilted at an angle, washing compounds, cleaning compounds, detergents and paint removers, Ajax Products Co., Montreal, Que.

Carton having a yellow background, with representations of a tooth brush in white, on the top and under face, bearing the word "Pro-phy-lac-tic" in black; the word "Pro-phy-lac printed in red appears also above the representation of the brush, and in conjunction with the words Tooth Brush and A Clean Tooth Never Decays on the two sides of the box, tooth brushes, Prophy-lac-tic Brush Co., Northampton, Mass.

Sudso, washing powder, French Chemical Products Co.,

Ltd., Montreal, Que. Green shield on which appears a crowned lion standing on his hind legs and holding a globe in his forepaws, and the motto: "By Honorable Industry Increasing"; below the shield is a scroll, on which is the name "Greenshields," perfumes, toilet bags and toilet waters and essences, Greenshields, Ltd., Montreal, Que.

Box All, polishes, scouring powder and soaps, Elijah Day & Sons, Ltd., 462 Claremont Road, Rusholme, Manchester, England.

Strong Optimism in Electrical Industry

Excellent prospects for Autumn business in all parts of mark conditions in the electrical industry, with the favorable outlook heightened by active building construction, continued expansion of power systems and optimism among the manufacturers, the Electrical World reports. 25

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TRADE MARKS



OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are pre-

ceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P." Designs patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT, Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

156,886.—Corona Chemical Co., Inc., New York N. Y. (Filed Dec. 19, 1924. Used since Nov. 1, 1921.)—Vanishing Cream, Cold Cream, Almond Cream, and Hair Tonic.

172,721.—Barnangens Teckn, Fabrikers A. B., Stockholm, Sweden. (Filed Dec. 1, 1922. Used since Jan. 2, 1885.) Toilet Preparations, Perfumes and Similar Goods. 177,944.—Abraham & Straus, Inc., New York, N. Y. (Filed Mar. 24, 1923. Used since Oct. 1, 1922.)—Mouth

179,964.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed Apr. 30, 1923. Used since

-Cosmetics.

179,965.—Ludwig Scherk, doing business as Parfumerie Scherk, Berlin, Germany. (Filed Apr. 30, 1923. Used

Scherk, Berlin, Germany. (Filed Apr. 30, 1923. Used Since Jan. 30, 1919.)—Cosmetics. 198,066.—Samuel M. Herman, doing business as S. M. Herman Mfg. Co., New York, N. Y. (Filed June 4, 1924. Used since Apr. 20, 1924.)—Soap.

198,205.—Thomas J. Woolwine, doing business as The Kleen-Em Company, Pratt, Kans. (Filed June 6, 1924.) Used since Jan. 16, 1924.)—Mechanic's Hand Soap and Scouring Soaps for Cooking Utensils.

198,247.—Harry W. Pape, doing business as The Fluff Co., Cincinnati, Ohio. (Filed June 7, 1924. Used since

Co., Cincinnati, Ohio. (Filed June 7, 1924. Used since Sept. 26, 1916.)—Shampoo. 198,361.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Apr. 24, 1924.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face Powders, Toilet Powders, etc. 198,362.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Mar. 19, 1924.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face Powders, Toilet Powders, etc.

Powders, Toilet Powders, etc.

198,363, 198,364, 198,365.—Les Parfums De Rosine, New (Filed June 10, 1924. Used since Nov. 27, t Articles—Namely, Face Lotions, Face York, N. Y. 1922.)—Toilet

Creams, Face Powders, Toilet Powders, etc. 198,366.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Nov 21, 1921.)—Toilet

Articles—Namely Face Lotions, Face Creams, etc. 198,367.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Nov. 20, 1922.) - Toilet Articles-Namely, Face Lotions, Face Creams, Face Powders, etc.

198,368.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Apr. 8, 1924.)—Toilet Articles—Namely, Face Powders, Face Lotions, etc. 198,369.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Mar. I, 1923.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face Powders, Toilet Powders, Talcum Powders, Rice Powders, etc.

189.370.-Les Parfumes De Rosine, New York, N (Filed June 10, 1924. Used since Oct. 17, 1923.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face

Articles—Namely, Face Lotions, Face Creams, Face Powders, Toilet Powders, Talcum Powders, etc. 198,372.—Les Parfums De Rosine, New York, N. Y. (Filed June 10, 1924. Used since Sept. 4, 1922.)—Toilet Articles—Namely, Face Lotions, Face Creams, Face Powders, Perfume Extracts, Toilet Waters, etc.

198,373, 198,374, 198,375.-Les Parfums De Rosine, Y. (Filed June 10, 1924. Used since Mar. I, illet Articles—Namely, Face Lotions, Face 1924.) - Toilet Creams, Face Powders, Perfume Extracts, etc.

198,376.-Les Parfums De Rosine, New York, N. (Filed June 10, 1924. Used since Nov. 21, 1921).—Toilet Articles—Namely, Face Powders, Face Lotions, Face Creams, Toilet Powders, Talcum Powders, etc.

198,480.—Jacob Silverman, doing business as Alvo Remedy Company, Milwaukee, Wis. (Field June 12, 1924. Used since March 1918.)—Shaving Lotion.
199,469, 199,470.—Marcel Franck, Paris, France. (Filed July 2, 1924. Used since 1919.)—Perfume Atomizers.

200,133.—Joseph Brueck, doing business as Ola Specialty Co., New York, N. Y. (Filed July 17, 1924. Used since May 6, 1922.)—Skin Tonic in the Form of Powder to be Dissolved in Water and Used as a lotion. 200,172.—National Department Stores, Inc., doing busi-

ness as Nadsco Perfumeries, New York, N. Y. (Filed Feb.

6, 1925. Used since Apr. 10, 1924.)—Soap.
200,274.—Maurice Murphy, doing business as Murphy
Remedies Company, Pittsburgh, Pa. (Filed July 19, 1924.)
Used since June 21, 1924.)—Hair Tonic.

200,326.—Les Parfums De Rosine, New York, N. Y. (Filed July 21, 1924. Used since March, 1918.)—Toilet Articles—Namely Face Lotions, Face Creams, Face Articles—Namely Face Lotions, Face Creams, Face Powders, Toilet Powders, Talcum Powders, Rice Powders,

Perfumes, Perfume Extracts, Toilet Waters, etc. 202,028.—Thomas C. McEwen, New York, N. Y. (Filed Aug. 29, 1924. Used since Mar. 1, 1924.)—Perfumes, Sachets, Face Powder, Talcum Powder, Bath Salts, and

202,703.—Henkel & Cie, Gesellschaft Mit Beschrankter Haftung, Dusseldorf-Holthausen, Germany. (Filed Sept. 17, 1924. Used since July, 1912.)—Preparations for Wash-17, 1924. Used since July, 1912.)—Frepatations for Washing and Scouring Purposes, Soaps, and Washing Powders. 203,575.—Jewel Tea Co., Inc., Chicago, Ill. (Filed Oct. 8, 1924. Used since June 14, 1924.)—Talcum Powder, Tooth Paste, Skin Lotion, Perfume, and Liquid Shampoo.

206,503.—J. N. Adams & Co., Buffalo, N. Y. (Filed Dec. 10, 1924. Used since 1912.)—Vanilla Extract for Food-Flavoring Purposes.

206,650.—The Wrinkle-Ine Chemical Company, Denver, olo. (Filed Dec. 12, 1924.)—Used since Dec. 6, 1924.)— Colo. (File Hair Tonic.

206,979.—Societe Anonyme Les Dentrifrices Due Docteur Pierre, Nanterre, France. (since Dec. 1, 1922.)—Rouges. (Filed Dec. 19, 1924. Used

207,647.—Frank L. Betts, doing business as Day Light Laboratories, St. Louis, Mo. (Filed Jan. 5, 1925. Used since Oct. 1, 1924.)—Face Powder, Perfumes, Perfume Extract, Talcum Powder, Toilet Water, Rouge, etc.

208,541.—Joseph Van Praach, London, England. Jan. 23, 1925. Used since Aug. 12, 1924.)—Liquids, Pastes, and Powders for Beautifying and Preserving the Skin, Teeth, and Hair, and Perfumeries.

208,994.—Norda Essential Oil and Chemical Co., Inc., ew York, N. Y. (Filed Feb. 2, 1925. Used since July 1924.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, etc.

209,421.—L. Matos, New York, N. Y. (Filed Feb. 11, 1925. Used since January, 1924.)—Hairdressing. 209,864.—Atlanta Barbers Supply Co., Atlanta, Ga. (Filed Feb. 19, 1925. Used since July, 1924.)—Hair Tonic. 210,195.—Salm's Soap Company, Granger, Tex. (Filed Feb. 26, 1925. Used since Section 1923. December 1923.

Feb. 26, 1925. Used since September, 1923.) - Dry and Wet

Cleaning Soap.
210,785.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed Mar, 10, 1925. Used since Jan. 5, 1925.)—Person State of the Computation of the Comp fumes, Toilet Waters, Face Powder, Talcum Powder, Eau de Cologne, Lotion for the Skin and Hair, Brilliantine, Bath Salts, Rouges, Lip Sticks, and Powder Compacts.

211,043.—Loomis & Co., Boston, Mass. (Filed Mar. 14, 1925. Used since Oct. 1, 1924.)—Paper Fabrics Adapted for Skin-Cleansing and Cosmetic-Removing Pur-

poses, 211,511.—Standard Oil Company (New Jersey), Bayonne, N. J. (Filed Mar. 23, 1925. Used since Feb. II, 1925.)—Liquid Cleansing Compounds and Detergents for Use on Glass, Porcelain, Tile, and the Like.

Use on Glass, Porcelain, Tile, and the Like. 211,654.—Associated Merchandising Corporation, New York, N. Y. (Filed Mar. 26, 1925. Used since Jan. 2, 1925.)—Toilet Powder.

211,673.—Franklin Simon & Co., Inc., New York, N. Y. Filed Mar. 26, 1925. Used since Mar. 10, 1924.)—Per-

fumes and Hygienic Products. 211,727.—V. Vivaudou, Inc., New York, N. Y. (Filed Mar. 26, 1925. Used since Mar. 18, 1925.)—Face Powders, Face Creams, Toilet Waters, Rouges, Lip Sticks, etc.

211,734.—Vincent Coglianes, doing business as Bird of Paradise Preparations, Chicago, Ill. (Filed Mar. 27, 1925. Used since Feb. 18, 1924.)—Toilet Preparations—Namely, Creams for the Care of the Skin, Face Powders, Rouge, Perfumes, and Toilet Waters.

211,988.—The Denver Soap & Manufacturing Co., Denver, Colo. (Filed Apr. 1, 1925. Used since Feb. 17, 1922.)—Soaps and Detergent Materials—Namely, Laundry Soap, Powdered Soap, Shredded Soap, and Pumice Soap.

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212,404.—Societe Nouvelle de Parfumerie, Paris, France. (Filed Apr. 8, 1925. Used since March, 1920.)—Cosmetics—Viz., Lip Sticks, Eyebrow Pencils, Compact Powders, Rouge and Skin Pomades.
212,430.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 9, 1925. Used since Oct. 7, 1924.)—Filled Compact Cases. Public for Compact Cases.

Compact Cases, Refills for Compact Cases, Powder Sachet, Toilet Dusting Powders, Cologne Waters, and Extracts. 212,433.—Franklin Simon & Co., Inc., New York, N.

212.433.—Franklin Simon & Co., Inc., New York, N. (Filed Apr. 9, 1925. Used since Mar. 10, 1924.)— Perfumery Atomizers.

212,574.—Joseph Roane, Vancouver, Wash. (File 11, 1925. Used since Jan. 1, 1925.)—Hair Restorer. (Filed Apr. 11, 1923. Used since Jan. 1, 1923.)—Hair Restorer. 212,765.—Vivi, Inc., New York, N. Y. (Filed Apr. 15, 1925. Used since Mar. 27, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling

Salts, and Sachets. 212,792.—Franklin Simon & Co., Inc., New York, N. (Filed Apr. 16, 1925. Used since Mar. 10, 1924.)— New York, N.

Perfumes and Hygienic Products.
212,798.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Used since Mar. 10, 1924.)—Perfumery and Toilet Water—Namely, Cologne, Cologne Waters, and Extracts.

212,799.—Franklin Simon & Co., Inc., New York, N. (Filed Apr. 16, 1925. Used since Mar. 10, 1924.)—

Perfumery Atomizers, 212,800.—Franklin Simon & Co., Inc., New York, (Filed Apr. 16, 1925. Used since Jan. 13, 1923.)— Perfumes and Hygienic Products.

212,801.—Franklin Simon & Co., Inc., New York, N. (Filed Apr. 16, 1925. Used since Mar. 10, 1924.)—

Perfumery Atomizers. 212,911.—Esther E. Flyberg, Halstad, Minn. (Filed Apr. 18, 1925. Used since Oct. 1, 1924.)—Gray-Hair

213,128.—Franklin Simon & Co., Inc., New York, N. (Filed Apr. 22, 1925. Used since Mar. 10, 1924.)—

Perfumery Atomizers. 213,138.—H. Kohnstamm & Co., Inc., New York, N. Y. (Filed Apr. 22, 1925. Used since Apr. 15, 1925.)—Antiseptic Washing.

tic Washing.
213,186—National Cocoanut Soap Co., Tacoma, Wash.
(Filed Apr. 23, 1925. Used since Dec. 1, 1920.)—Soap.
213,241.—Harry G. Kaufman, doing business as Kaufman Manufacturing Company, New York, N. Y. (Filed Apr. 24, 1925. Used since Mar. 1, 1925.)—Compact Cases, Vanity Purses, Vanity Cases, all made either of Platinum, Gold or Silver Gold or Silver.

213,464.—Billy B. Van, Newport, N. H. (Filed Apr. 28, 1925.)—Toilet Soap, 213,488.—Columbia Plush & Puff Co., Brooklyn, N. Y. (Filed Apr. 29, 1925.)—Powder

Puffs for Men.
213,502.—Heine & Co., New York, N. Y. (Filed Apr.
29, 1925. Used since Sept. 16, 1912.)—Essential Oils
Suitable for Perfumery Purposes.

213,503.—Heine & Co., New York, N. Y. (Filed Apr. 29, 1925. Used since Nov. 24, 1909.)—Essential Oils Suitable for Perfumery Purposes. 213,504.—Heine & Co., New York, N. Y. (Filed Apr. 29, 1925. Used since Mar. 8, 1911.)—Essential Oils Suitable for Purfumery Purposes.

able for Perfumery Purposes.
213,549.—Celite Products Company, Los Angeles, Calif.
(Filed Apr. 30, 1925. Used since Feb. 17, 1925.)—Finely Divided Solid Material Having Selective Absorptive Properties to be Used in Aiding Filtration and in De-Emulsifying or Dehydrating of Liquids.

213,630.—Franklin Simon & Co., Inc., New York, N. Y. (Filed May 1, 1925. Used since Mar. 10, 1924.)—Compact Cases, Refills, and Toilet Powders, including Dusting Powder and Powder Sachet.
213,632.—Franklin Simon & Co., Inc., New York, N. Y. (Filed May 1, 1925. Used since Mar. 10, 1924.)—Filled Compact Cases, Refills for Compact Cases, and Toilet Powders. Such as Powder Sachet and Dusting Toilet Powders, Such as Powder Sachet and Dusting Powders, Cologne, Cologne Waters, and Extracts.

213,997.—Jane B. Terry, New York, N. Y. (Filed May 7, 1925. Used since Sept. 15, 1923.)—Scalp Ointment.

214,030.—Otzone Chemical Company, Chicago, III. (Filed May 8, 1925. Used since Mar. 25, 1925.)—Food-Flavoring Extracts as Follows: Vanilla Straight Extract, Vanillin and Coumarin Flavor, Extract of Lemon, Extract of Orange, Extract of Cassia Flavor, and Mixed Flavors. Extract of Almond, Cinnamomum-

214,068.—Franklin Simon & Co., Inc., New York, N. (Filed May 9, 1925. Used since Mar. 10, 1924.)—

214,069.—Franklin Simon & Co., Inc., New York, N. Y. (Filed May 9, 1925. Used since Mar. 10, 1924.)—Perfumes, Toilet Powders, Bath Salts, Cold Creams, Face Packs, Compacts, Refills for Compact Cases, etc.

214,077.—Harris Soap Company, Buffalo, N. Y. (Filed May 9, 1925. Used since Apr. 1, 1924.)—Toilet Soap, Castile Soap, and Laundry Soap, Oil Soap, and Soap

214,078.—Jacob Heilbron, Providence, R. I. (Filed May 9, 1925. Used since Apr. 29, 1925.)—Empty Toilet-Powder Containers and Vanity Containers.

214,085.—Lauder-Simington Limited, Montreal, Quebec, Canada, and New York, N. Y. (Filed May 9, 1925. Used since October, 1924.)—Hand Cleaner.

214,269, 214,270.—S. S. Pierce Co., Boston, Mass. (Filed lay 13, 1925. Used since Mar. 1, 1925.)—Perfumes, oilet Water, Face Powder, Talcum Powder, Bath May 13, Powder, and Bath Salts.

214.271.—S. S. Pierce Co., Boston, Mass. (Filed May 13, 1925. Used since Mar. 6, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Bath Powder, and Bath Salts.

214,272.—S. S. Pierce Co., Boston, Mass. (Filed May 13, 1925. Used since Mar. 1, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Bath Powder, and

214,279.—M. Schoepfer, Paris, France. (Filed May 13, 25. Used since June 18, 1924.)—Toilet Preparation in Paste Form for the Treatment of the Hands, Arms and

214,309.—B. T. Babbitt, New York, N. Y. (Filed May 14, 1925. Used since May 6, 1925.)—Cleaning Compound for Porcelain and Enamel.

214,337.—S. S. Pierce Co., Boston, Mass. (Filed May 14, 1925. Used since Oct. 1, 1920.)—Perfumery.

214,340.—The Tecla Corporation, New York, N. Y (Filed May 14, 1925. Used since February, 1922.)—

214,495.—Nichols Detergent Company, Incorporated, Danville, Ky. Filed May 18, 1925. Used since June 1, 1924.)—Washing Powder Used in Laundries.

214,520.—The Undertakers' Supply Company, Chicago, Ill. (Filed May 18, 1925. Used since Mar. 1, 1918.)— Shampoo.

214,605.—J. D. McCann Co., Rochester, N. Y. (Filed May 20, 1925. Used since Jan. 1, 1909.)—Cold Cream. 214,622.—George Schicht, A. G., Assig. on the Elbe, (Filed May 20, 1925. Used since 1923.)

Czechoslovakia. (Filed May 20, 1925. Used since ly-Toilet Soaps, Medicinal Soaps, and Laundry Soaps. 214,632.—Vivi, Inc., New York, N. Y. (Filed May 20, 225. Used since Apr. 27, 1925.)—Bath Salts.

214,639.—The Babbitt Co. Inc., Philadelphia, Pa. (Filed May 21, 1925. Used since May 9, 1925.)—Perfume, Toilet Water, Cold Cream, Bath Salts, Shampoo, Face Powder. and Talcum Powder.

214,679, 214,680, 214,682.—Peggy Hoyt, Inc., New York, Y. (Filed May 21, 1925. Used since May 12, 1925.)—

Perfume.

214,777.—Charles Blum, doing business as The Dando-Rub Laboratories, Brooklyn, N. Y. (Filed May 23, 1925. Used since Mar. 14, 1925.)—Dandruff Ointment.

214,784.—Dental Laboratory Products Company, Washington, D. C. (Filed May 23, 1925. Used since Feb. 3, 1925.)—Dental Preparation for Massaging and Stimulating ington, D. C. the Gums.

214,796.—Houbigant, Inc., New York, N. Y. May 23, 1925. Used since May 14, 1925.)—Rouges. Y. (Filed 214,814, 214,815, 214,816, 214,819.—Renaud et Cie of merica, Boston, Mass. (Filed May 23, 1925. Used since America.

1920.)—Perfumery.

214,822.—Renaud Et Cie of America, Boston, Mass. (Filed May 23, 1925. Under ten-year proviso. Used since 1817.)—Perfumery, Germicides, Air Purifiers, Incense and Insect Exterminators.

214,869.—William O. Hurst, doing business as The Youthol Co. New York, N. Y. (Filed May 25, 1925. Used since May 12, 1925.)—Toilet Preparations, more par-

ticularly Skin Tonic.
214,882.—Mission Bead Company, Los Angeles Calif., and Chicago, Ill. (Filed May 25, 1925. Used since May

1, 1925.)—Perfumes. 214,890.—The Remmers-Graham Company, Cincinnati, Ohio. (Filed May 25, 1925. Used since Apr. 18, 1925.) -Soan.

214,896.--Perfumerie St. Denis, New York, N. Y. May 25, 1925. Used since Feb. 10, 1925.)—Face Powders. 214,928.—Salem Glass Works, Salem, N. J. 26, 1925. Used since Mar. 1, 1925.) - Glass Bottles.

215,030.—Swift and Company, Chicago, Ill. (File 28, 1925. Used since Dec. 1, 1924.)—Soap Chips. 215,078.—Mackie Pine Oil Specialty Co., Inc., Covington, La. (Filed May 29, 1925. Used since Jan. 1, 1924.)— Disinfectant and Deodorant Used in the Bath as an Anti-

septic and for Cleansing and General Household Purposes as Well as a Shampoo for the Scalp to Remove Dandruff. 215,153.—Alfred J. Krank, doing business as A. J. Krank Manufacturing Company, St. Paul, Minn. (F. 1925. Used since Nov. 1, 1924.)—Bath Salts. (Filed June 1,

215,213.—Lightfoot Schultz Company, Hoboken, N. J. (Filed June 2, 1925. Used since Apr. 11, 1925.)—Face Powders, Face Creams, Face Packs, Perfumes, Toilet Waters, Rouges, Lip Sticks, Hair Tonics, Hair Oils, Dentifrices Tooth Powder, Nail Polishes, Deodorizing Preparations, Talcum Powders, Dusting Powders, Bath Salts, and Sachets.

215,309.—Onaola Cosmetic Co., Los (Filed June 4, 1925. Used since May 20, Angeles, Calif. Used since May 20, 1925.)—Dressing and Tonic for the Hair.

215,645.—James W. Morrisson, doing business as Jarnac et Cie., Chicago, Ill. (Filed June 11, 1925. Used since Mar. 1, 1923.)—Face Powder, Talcum Powder, Lip and Cheek Rouge, Perfumes, Toilet Water, and Vegetal.

215,651.-Martin Pasternak, doing business as Appco Co., New York, N. Y. (Filed June 11, 1925. Used since May 1925.)—Soap.

215,776.—Gus T. Dallis and Theodore N. Raptis, Zanesville, Ohio. (Filed June 15, 1925. Used since Mar. 15, 1925).—Hair Tonic and Grower.

215,796.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 15, 1925. Used since July 1920.)-Astringent.

215,797.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed June 15, 1925. Used since Aug. 1920.)—Skin Cream.

215,799.—Florence N. Lewis, doing business as Elizabeth Arden New York, N. Y. (Filed June 15, 1925. Used since July, 1920.)—Liquid and Cream Rouge.

215,800.—Florence N. Lewis, doing business as Elizabeth Arden New York, N. Y. (Filed June 15, 1925. Used since August, 1920.)—Astringent.

215,805.—Luckel King & Cake Co., Portland, Oreg. (Filed June 15, 1925. Used since July 31, 1924.)—Soap. 215,806.—Mate Incorporated, Philadelphia, Pa. June 15, 1925. Used since May 30, 1925.)—Face Powders, Face Creams, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Talcums, and Sachets. 215,813.—Eugene J. O'Rourke, doing business as Oro

Laboratory, Boonton, N. J. (Filed June 15, 1925. Used since June 4, 1925.)—Medicated Talcum Powder.

215,844.—Gertrude Bernstein, doing business as Williamsburg Barber Supply Co., Brooklyn, N. Y. (Filed June 16, 1925. Used since Jan. 1, 1924.)—Preparations for

16, 1925. Used since Jan. 1, 1925.)—Freparations for Treating the Hair.
215,861, 215,863, 215,864, 215,866.—Lentheric, Inc., New York, N. Y. (Filed June 16, 1925. Used since 1912.)—Toilet Preparations—Namely Perfume, Toilet Water, Face Powder, Dusting Powder, Talcum Powder, and Sachet.

215,862.—Lentheric, Inc., New York, N. Y. (Filed June 16, 1925. Used since Mar. 22, 1924.)—Toilet Preparations, 215,865—Lentheric, Inc., New York, N. Y. (Filed June 16, 1925. Used since Mar. 22, 1924.)—Toilet Preparations, Perfumes, Toilet Water, Face Powder, Dusting Powder, Talcum Powder, Sachet, and Compacts. 215,983.—O. Dorothy R. Johnson, Cleveland, Ohio. (Filed June 18, 1925. Used since January, 1914.)—Hair Grower, Facial Cream, and Face Powder. 215,986.—H. & G. Klotz doing business as Ed. Pinaud.

215,986.—H. & G. Klotz, doing business as Ed. Pinaud, Paris, France, and New York, N. Y. (Filed June 18, 1925. Used since 1886.)—Bath Salts, Toilet Lotions, Toilet and Talcum Powder.

215,988.—Lentheric, Inc., New York, N. Y. (Filed June 18, 1925. Used since 1912.)—Toilet Preparations—Namely, Perfumes, Toilet Water, Face Powder, Dusting Powder,

Talcum Powder, and Sachet.
216,002.—Ida Willcocks, doing business as Mme. Raymond, New York, N. Y. (Filed June 18, 1925. Used since Feb. 10, 1924.)—Pharmaceutical Preparation for Removing

216,054.—Lentheric, Inc., New York, N. Y. (Filed June 19, 1925. Used since Aug. 12, 1924.)—Face Powders. 216,059.—Marv-O-Suds Soap Co., Boston, Mass. (Filed June 19, 1925. Used since June 11, 1925.)-Soap in Paste

Form. 216,119.—Benedict A. Rotolo, Brooklyn, N. Y. (Filed June 20, 1925. Used since Jan. 15, 1924.)—Face Powders, Face Packs, Face Cream, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Smelling Salts, Bath Salts, Talcum Powders, and Sachet Powders. 216,121.—Gertrude Shyde, New York, N. Y. (Filed June 20, 1925. Used since January, 1925.)—Eye Cream. 216,201.—M. Naef & Co., Geneva, Switzerland. (Filed June 22, 1925. Used since 1903.)—Preparations for Scenting Perfumes and the like.

ing Perfumes and the like.

216,202.—M. Naef & Co., Geneva, Switzerland. (Filed June 22, 1925. Used since 1908.)—Preparations for Scenting Perfumes and the like.

216,203.—M. Naef & Co., Geneva, Switzerland. June 22, 1925. Used since 1901.)—Preparations for Used since 1901.)-Preparations for Scenting Perfumes and the like.

216,208.—Glen H. O'Brien, doing business as O'Brien & Company, Los Angeles, Calif. (Filed June 22, 1925.) Used since Mar. 2, 1925.)—Perfumed Bath Crystals, Perfume, Toilet Water, and Medicinal Bath Crystals.

216,299.—Sun Soap Products, Incorporated, Staten Island, New York, N. Y. (Filed June 23, 1925. Used since June 9, 1925.)—Soap Powders.

June 26, 1925. —Soap Fowders. 216,462.—Richard Hudnut, New York N. Y. (Filed June 26, 1925. Used since May 22, 1925.)—Talcum Powders, Face Powders, Bath Salts, Tooth Powders, Almond Meal, Toilet Water, Headache Cologne, Smelling Salts, Vanishing Cream, Cold Cream, Tooth Paste, Per-fumes, Lip Rouge, Bath Powder, Toilet Cerate, Skin and Tissue Cream, and Sachet.

TRADE-MARK REGISTRATION GRANTED (Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition)

M201,063.—Ida J. Tetlow, doing business as Henry etlow Co., Philadelphia, Pa. (Filed July 11, 1924. Serial Tetlow Co., Philadelphia, Pa. No. 199,910. Used since June 2, 1924.)—Face Powders. M201,068.—The J. R. Watkins Co., Winona, Minn. (Filed Apr 4, 1924. Serial No. 195,031. Used since Mar. 25, 1924.)—Laundry and Toilet Soaps, Soap Jelly, Soap Powder, Soap Flakes, and Soap Creams Used Before Shaving.

M201,380.—Jas. H. Forbes Tea & Coffee Co., St. Louis, Mo. (Filed Mar. 21, 1925. Serial No. 211,416. Used since 1912.) - Food-Flavoring Extract.

M201.799.—Southern Manufacturing Company, Morristown, Tenn. (Filed Mar. 5, 1925. Serial No. 210,583. Used since March 1922.)—Food-Flavoring Extracts of Vanilla, Lemon, Pear, Pineapples, Almond, Strawberry, and Banana.

M202,052.—Maurice Babani, Paris, France. (Filed Jan. 31,1924. Serial No. 191,521. Used since February, 1921.)
—Perfume, Extracts, Toilet Water, Face Lotions, Eau de

PI.544, 239 PI.544, 239 PI.549, 396 DL7, 926 DL7, 926 DL7, 940 DL7, 945

Cologne, Rice Powder, Toilet Powder, Dentifrices, and Rouges.

M202,053.—Maurice Babani, Paris, France. (Filed Jan. 31, 1924. Serial No. 191,523. Used since February, 1921.)

—Perfume Extracts, Toilet Water, Face Lotions, Eau de Cologne, Rice Powder, Toilet Powder, Dentifrices, and Rouges

M202,069.—The Bickmore Company, Old Town, Me. (Filed Jan. 9, 1924. Serial No. 207,848. Used for not less than one year.)—Pharmaceutical Preparations—Namely, Hairdressing, Cold Creams, Disappearing Creams, and Dentifrices

M202,070.—Southern Manufacturing Company, Morristown, Tenn. (Filed Jan. 29, 1925. Serial No. 208,829. Used since March, 1922.)—Hair Oil, Hair Tonic, Cold Cream, Hairdressing, Rose Water and Glycerin and Florida Water.

PATENTS GRANTED

P1,545,931.—Cosmetic. Carl Weeks, Des Moines, Iowa, assignor to The Armand Company, Des Moines, Iowa. Filed May 8, 1925. Serial No. 28,949. 2 Claims. (Cl. 167—9.)

A cosmetic comprising a cleansing cream base, combined with hydro-alcoholic mixture containing a sufficient percentage of alcohol to produce an appreciable astringent action on the skin during the application of the cosmetic.

2. A cosmetic consisting of a cleansing cream base, combined with eau de cologne comprising a hydro-alcoholic solution of volatile oil having a sufficient percentage of alcohol to produce an appreciable astringent during the application of the cosmetic to the skin.

P1,546,239.—Vanity Case. Simon A. Jaroslawski-Fioret, New York, N. Y., assignor to Fioret, Inc., New York, N. Y., a Corporation of New York. Filed Jan. 8, 1925. Serial No. 1,255. 4 Claims. (Cl. 132—83.)

1. A vanity case, comprising a body, a ring fitting the body and forming a portion of the top thereof, a second ring hinged to the first-named ring, means for holding the hinged ring in closed position, a receptacle in the body having its upper edge located between the two rings, and a cover for the receptacle.

P1,546,302.—Means for Combining Perfume Odors Charles Edward Mehigan, Chicago, Ill. Filed Jan. 22 1923. Serial No. 614,203. 1 Claim. (Cl. 35—12.)

A means for producing and employing individually blended perfume odors composing a plurality of basic odors in form, containers for said odors, each container bearing insignia characteristic of the odor therein contained, a cabinet for storing said containers and having compartments adapted to receive sheets of absorbent material, a chart in association with said containers providing a key to the insignia thereupon and associating therewith a color selected with respect to each of said odors, a plurality of

absorbent sheets stored in said cabinet and having colors corresponding to the colors indicated upon said chart, and a plurality of moisture proof members also stored in said cabinet and having porous or open portions for enclosing said absorbent sheets after a quantity of one or more of said odors has been deposited thereupon, whereby a specially prepared and blended perfume may be freshly made and deposited upon one or more of said absorbent sheets and said sheet or sheets enclosed in one of said enclosing members permitting such perfume to be carried upon the person without soiling the clothes, said chart providing means for recording data with respect to variously produced blends of said colors.

P1,547,587.—Metal Compact Holder. William G. Kendall, Newark, N. J., assignor, by mesne assignments, to Perfumerie Rigaud, Inc., New York, N. Y., a Corporation of New York. Filed Dec. 5, 1924. Serial No. 754,084. 2 Claims. (Cl. 132-83.)

1. In a compact holder, two equal and opposite members having a slight curvature, a hinge joining said members at one edge thereof, a metallic plate fixed on said hinge having a mirror surface on both sides and ring members formed on the holder members on each side of said mirror surface adapted to partially overlay a compact on each side of said mirror plate.

P1,547,814.—Cosmetic-Stick Holder. Burdon P. Hyde, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Feb. 12, 1924. Serial No. 692,285. 5 Claims. (Cl. 206-56.)

1. In a cosmetic stick holder, the combination with an outer casing, of a rotatable tube having a longitudinal slot therein positioned within said casing, a slotted stick carrier positioned within said rotatable tube, a helix loosely supported within the outer casing, and a loose key member extending through the slots in the stick holder and rotatable tube, said key member being provided with a helix engaging portion and a portion arranged to positively engage and hold a stick in said holder.

P1,547,823.—Bottle-Filling Machine. Arthur I. Risser, Chicago, Ill., assignor to U. S. Bottlers Machinery Co., Chicago, Ill., a Corporation of Illinois. Filed May 31, 1922. Serial No. 564,913. 1 Claim. (Cl. 226-26.)

In a bottle filling machine, a frame, a turn table mounted on said frame between the upper and lower ends thereof, a tank supported by the turn table, uprights rising from said turn table, a ring supported by said uprights in spacement above the tank and concentric with the turn table, vertically extending guideways carried by the ring, bars slidable in said guideways respectively, a siphon mechanism carried by each bar, a rail carried by the frame and extending partly around said ring, said rail having downwardly inclined terminals, and a roller on each of said bars coacting with said rail during rotation of the turn table to raise and control lowering of the bars and said siphon mechanisms.

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P1,548,671.—Cleansing Compound. Albert Edmondson, Ware, Mass. Filed Dec. 4, 1924. Serial No. 753,965. 1 Claim. (Cl. 87-5.)

A cleansing compound consisting of 75 per cent of sodium carbonate and 25 per cent of hydrous sodium sulphate.

P1,549,276.—Vanity Case. Ernest W. Loesser, Belleville, N. J. Filed Dec. 1, 1922. Serial No. 604,198. 4 Claims. (Cl. 432-83.)

1. A vanity case comprising a box, a tray on the bottom of the box and of a size to fit against the bottom of the box and to be closed thereby, and a connection secured to the tray and to the box and so disposed that the tray can be swung on said connection forwardly under the box in a vertical plane to open position.

P1,549,396.—Vanity Box. Franz Vincent, Bridgeport, Conn., Filed Dec. 19, 1923. Serial No. 681,476. 13 Claims.

(Cl. 132-83.)

1. A vanity case comprising a body adapted to hold powder and a puff and open at the top thereof, a cover for said open top having slidable connection with the body whereby it may be moved to cover and uncover the same, a mirror holder slidably mounted on the bottom of said body, and a mirror carried by said holder on the inner side thereof

DESIGNS PATENTED

D67,897.—Combined Vanity Compact and Cigarette Case. Salvatore Quentin Lupo, New York, N. Y. Filed Apr. 1, 1925. Serial No. 12,975. Term of patent 14 years.

D67,926.—Vanity Case. William G. Kendall, Newark, N. J. Filed June 17, 1925. Serial No. 13,800. Term of patent 14 years.

D67,960.—Perfume Container. Charles Lionel Marcus, New York, N. Y. Filed June 20, 1924. Serial No. 9,929. Term of patent 7 years.

D67,965.—Lip-Stick Holder. Samuel Music, New York, N. Y. Filed Apr. 26, 1924. Serial No. 9,409. Term of patent 3½ years.

Amendment to New Zealand Patent Act

The patents, designs, and trade-marks amendment act, 1924, of New Zealand, enacted on November 6, 1924, introduces the working provisions of the British patents and designs act of 1919 and provides also for the acceptance of delayed complete specifications. By this act sections 26 and 29 of the principal act (1921, 1922) are repealed and substitute sections enacted, which follow precisely sections 24 and 27 of the amended British patents act. These sections became effective July 1, 1925.

Registering Trade Marks in China

A further extension of time during which trade-marks may be registered under article 4 of the Chinese trade-mark law of 1923 has been granted, the period to expire December 31, 1925. The last extension expired on June 30, 1925.

British Patent for Synthetic Farnesol

A British patent has been granted to M. Naef & Company (Chuit-Naef), Geneva, Switzerland, for a process for the synthetic manufacture of Farnesol, consisting in treating nerolidol with glacial acetic, acetic anhydride, or a mixture of acetic acid and chromium trioxide.

According to Parry, this body is an aliphatic sesquiterpene alcohol of the formula C₁₅H₂₆O. It occurs in many essential oils used by perfumers.

Unreasonable, Too

Ethel—Men are such selfish creatures. Clara—Yes; they expect to be loved for themselves

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

CLASSIFICATION OF RAW PERFUME ITEMS ISSUE IN DODGE & OLCOTT CASE

(Continued from Page 326)

has nothing to do with the fact that if the local appraiser (or the appraising board on appeal from him) makes a mistake of law in the very act of making an appraisement, i. e., in finding the value itself, such error of law (amounting in effect to a jurisdictional error) could always be attacked on protest against the decision of the collector acting upon such erroneous appraisement, and now under the act of 1922 can be attacked by direct appeal, upon questions of law only, to the Court of Customs Appeals.

It should be kept clearly in mind that finding export value (now to be controlling if higher than other sales in the home market) calculating from cost of production, or calculating back from the United States selling price of the imported article are all simply methods for finding either directly or by construction, the foreign market value of the imported article itself, and mistakes of law therein which can be corrected on protest, or now by direct appeal, relate to the very act of appraisement itself and not to the classification of the article.

The matters so far passed upon by the Court of Customs Appeals in the reappraisement appeals decided by it arising under paragraphs 27 and 28 relate to the legality of those paragraphs in connection with the American selling price provision of subsection (f) of section 402, or to legal questions growing out of the act of appraisement itself in finding the existence of a comparable competing domestic article and the proper method of arriving at its value, or in construing the effect of the language in paragraphs 27 and 28 and of the said American selling price provision under which those paragraphs operate. In no way do the previous reappraisement cases decided by the Court of Customs Appeals cover the question as to whether or not a particular article should or should not be classified under said paragraphs. Note Kuttroff, Pickhardt & Co. v. United States (46 Treas. Dec. 40, T. D. 40313), reversing G. A. 8713 (T. D. 39911) and G. A. 8668, T. D. 39733 (44 Treas. Dec. 20); the indra blue case (Reap. 13410-A, decided July 8, 1925; 13 Ct. Cust. Appls.—; T. D. 41055; the crystal violet extra case (Reap. 13174-A, etc., decided July 3, 1925; 13 Ct. Cust Appls.—; T. D. 41054), and the pending appeals in the pyrazolon case decided below in G. A. 8702, T. D. 39854 (44 Treas. Dec. 237), and the hydron pink case decided below in G. A. 8801, T. D. 40197 (45 Treas. Dec. 622).

At the same time the question of classification proper under paragraphs 27 and 28 has been directly raised, as always heretofore, by protest of the collector's liquidation in the cresylic acid case of Lehn & Fink v. United States (T. D. 40519; 46 Treas. Dec. 451) and the pending appeal from G. A. 8974 (T. D. 40825).

Therefore, for the reasons fully stated by me in McKesson & Robbins case (abandoned by stipulation on appeal) G. A. 8678, T. D. 39757 (44 Treas. Dec. 67), I adhere to the view therein expressed that this matter of pure classification cannot be decided here upon reappraisement appeal. But to avoid circumlocution I modify the form of my finding there and make a finding in the following form:

(1) I find as a fact that the foreign market value at the time of export of the goods in question (no export value being higher) is correctly stated by the invoice and entered values, at the respective dates of shipment in case upon classification by the collector (or by the courts on appeal from him) the goods are found to be properly classified under paragraph 61.

(2) I find as a fact that there is a comparable domestic article or articles to the merchandise in question manufactured in the United States whose value in the American market at the time of exportation of the imported goods at their respective dates of shipment is correctly represented by the appraised values, in case upon classification by the collector (or by the courts on appeal from him) the goods are found to be properly classified under paragraph 28.

The papers and this finding as above stated are therefore forwarded to the collector for further action in the premises.



BARBADOES

Exports for 1924—The total value of the 1924 exports to the United States from the Barbados consular district which embraces the islands of Barbados, Dominica, St. Lucia, and St. Vincent, amounted to \$779,421. This represents an increase of \$156,699 over the previous year. Among the products exported to the United States are: bay oil, cloves, ginger, lime juice, lime oil, nutmegs, orange oil, vanilla beans, cocoa beans, and kola nuts.

FRANCE

Trade With America.—Figures on the comparative trade between France and the United States for the first five months of 1925, 1924 and 1923 follow, stated in francs: Exports to the United States: Oils, volatile, perfumery (synthetic or artificial), 11,951,000; 21,761,000; 48,556,000. Perfumery and soaps, 26,683,000; 23,673,000; 18,118,000. Vegetable oils, 1,293,000; 4,539,000; 4,828,000.

Imports from the United States included grease and fats, except fish: 24,055,000; 47,613,000; 49,187,000.

GERMANY

NEW TREATY WITH U. S. PROGRESSES—The Reichstag on August 12 adopted in the second and third readings without a dissenting vote, the new commercial, consular and amity treaty between Germany and the United States, notwithstanding some scruples expressed by the chairman of the committee for commercial treaties.

NEW TARIFF PROBABLE OCTOBER 1.—The tariff committee of the German Reichstag, which has been considering the bill for provisional tariff revision, has decided that it should become effective not later than October 1. It is not expected that the tariff bill will enter into general effect before October 1. The bill has still to be passed upon by the Reichstag.

GREECE

IMPORT PROHIBITION.—Importation into Greece of various articles in the luxury class has been prohibited for six months, except goods ordered prior to July 28, 1925. One of the items is No. 90, perfumery and toilet preparations.

ITALY

SOAP TAX REMOVED.—An Italian decree published in the Gaozetta Ufficiale for July 31, 1925, abolished the manufacturing tax on soap and washing compounds, effective August 1.

OLIVE OIL DECREE.—According to a royal decree, genuine (Continued on Page 372)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The market since our last review has been a quiet and more or less uninteresting affair except in a few articles in which the fireworks have been displayed. Consumer buying has been through the usual summer dull period. That period has apparently been more severe and seems to be extending further into the season than is usually the case. At the same time, there has been no general accompanying decline in prices. Some items have softened, it is true, but an equally large number of fully as important ones have advanced in price. The whole trend of prices has been mixed and irregular and it is almost impossible to judge from the course of values during the last month, what those values will be when the market resumes a tone of real activity.

There has been very little doing in the group of floral products during the month. The strength in rose has been the chief feature but this is not a matter of very recent development. Indications ever since the opening of the season have pointed to higher prices, if not an actual shortage of otto of rose during the present season. Prices this month are no higher than they were during July but it is becoming more and more difficult to get goods at reasonable levels and the holders of quality brands are asking higher levels for pure material. To offset this, the recently inflated prices of lavender have been broken by the new crop distillation and the New York market has declined rather sharply. Quotations are not down to "normal" levels yet; but they seem to be on the way to lower figures. Other floral oils have been neglected. Prices have been quite firm on most of the principal item but business has been too dull to confirm the various reports of short production which have come out of the growing countries, re-

Seed and spice oils have been somewhat stronger as a rule. The feature has been the very sharp advance in wormseed. The usual early reports of a light crop in the Maryland growing district came to hand two months ago but no one in this market would be convinced that there would be a shortage of oil. However, the progress of the season found these reports borne out by the facts and prices went up sharply and are still advancing with probability of a more or less serious shortage of oil during the autumn and winter. Clove has been another strong article with a series of advances in the raw material which has driven oil prices sharply forward. Further advances are in sight according to leading makers who have already given an indication of their confidence in the market in raising prices on future deliveries to a parity with the spot quotations. Anise has been strong and advancing. Cassia has been very firm. Other seed and spice oils have been quite steady. Declines have not been in evidence in any

of them with the exception of artificial mustard, which is

lower owing to keen competition between its manufacturers. The mint group has developed weakness although not of the sort which would lead to anything like normal prices. The decline in peppermint has been the natural incident connected with the beginning of distillation in the Michigan and Indiana district. Buyers are holding off in the hope that much lower prices will result. Crop news is mixed and generally unsatisfactory. Apparently there will be a fair yield although early expectations of a bumper crop are not to be realized owing to early crop damage from frosts and dry weather. The government report, just issued indicates that production will be about equal to that of last year, or approximately 350,000 pounds. Normal consumption is estimated at 400,000 pounds. Spearmint has eased off in sympathy although actual country offers of the latter have

not been forthcoming in any volume thus far. Citrus oils, which provided the feature of the market a month ago have not displayed continued strength, although thus far little real decline in values has been precipitated. The speculative activity in lemon in Italy is apparently over and the trend of shipment prices is toward lower levels. Local speculators have also turned sellers with a lower market resulting. At the same time, stocks here and afloat are by no means large enough to bring about real demoralization. Interest in orange has been overshadowed by developments in lemon and bergamot and the price remains about stationary with little business aside from the usual seasonal demand in evidence.

The strength of bergamot has been an additional feature of the market for citrus oils. Prices in the spot market have moved up fully a dollar under the stimulus of light supplies on spot and a firm shipment market. Inquiry for this article has been somewhat unusual this summer and the trade was poorly prepared to withstand prolonged or important buying. Sellers of goods were forced to buy in taly late in the season and to pay somewhat inflated prices. The market abroad at the moment is easier and the end of the strong market is believed in sight.

Miscellaneous oils have been featured by specultive declines in citronella which has been over imported to some extent. There has been a further decline in bois de rose and some weakness in linaloe. Eucalyptus is a little firmer although prices are unchanged. Bourbon ylang ylang of good quality is extremely hard to get. True wintergreen is

also scarce, especially the more valuable Northern grade.

The outlook for the next few weeks is for continued irregularity in values and a rather light inquiry from the consuming trades. The trade does not anticipated any real strength to develop until fall and holiday purchasing begins. This buying is still a month or two off. Meanwhile some oils look very cheap. But the buyer must discriminate carefully for there are still enough inflated articles on the list to make general buying for future requirements a more or less dangerous procedure.

Synthetic and Aromatic Chemicals

The market has been decidedly dull during the month under review. Purchasing has been confined largely to cur-rent needs and these requirements have been small. The trend of values has been downward, if there has been any trend worthy of the name. Such changes as have taken place have been toward somewhat lower levels. At the same time, they have been neither numerous nor important. Domestic makers have to some extent felt renewed pressure from foreign and particularly from German sources. This pressure, strangely enough, has been directed against the comparatively cheap and easily manufactured products. More complex and expensive products have felt it to a minor degree, if at all. Possibly foreign competitors of the American industry are attacking along lines which they believe will be most harmful. At the same time, there are indications that the American articles of the more complex sorts are meeting foreign competition upon at least an equal basis.

Price developments of the month have been relatively few and unimportant. Anethol is higher. Citral is slightly easier. There has been an advance in eugenol along with the strength in the raw material but the advance in cloves has not yet been fully reflected. Geraniol has weakened to some extent although the weakness has been confined to the less expensive and somewhat less satisfactory grades. Standard brands have shown little change nor have their makers attempted in the main to meet the competition of the cheaper sellers. stable market is anticipated in the fall. Meanwhile both makers and importers are not using much pressure of the sort which would be destructive to market prices if carried through.

Vanilla Beans

The market has declined a little further, especially on Bourbons. Advices from abroad have not been particularly bearish but goods have become available in the spot market to a somewhat larger degree than usual and the absence of contracts for their delivery has to some extent operated in favor of the buyers. Stocks are not large. At the same time, the requirements of consumers thus far have been somewhat less than importers estimated earlier in the season. Pressure to sell by more or less weak holders has also had its effect in driving the market downward. All types of beans are still well above what are usually considered normal levels. But prices have reacted sufficiently in favor of buyers to lead some to believe that "normal" prices are again in sight. The crop reports and the reports of prices paid in primary markets do not bear out this view and with renewed buying it is difficult to see how values can fall much lower. However, few of the flavoring ex-tract makers share this view of operations and they are still withholding orders insofar as they can. Mexicans have been steady despite the fall of Bourbons. More Tahitis are now available and they can be had at slightly cheaper rates.

Sundries

The market throughout the month has been dull. Little business has been done and that little has been to take care of immediate needs of consumers and in no sense to anticipate future wants. Prices have been reasonably steady except on a few more or less inflated items. Balsam copatha has declined slightly owing to the arrival of more nearly normal supplies. Menthol is higher, the pressure to sell from consuming circles for purposes of influencing the market having died out. Red rose leaves are scarce, with all the available supply in the hands of one dealer. Prices have naturally, advanced sharply during the month, but now seem quite stable. Alcohols for the perfumer are unchanged, but the cheaper grades of denatured have shown a substantial advance owing to heavy buying the motor trade.

LUNCH ROOMS FOR EMPLOYEES

That a hot lunch in the midle of the day with soup, meat and potatoes and dessert, is conducive to better work in the afternoon is the opinion of all employers questioned by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company, New York, in the preparation of a report "Lunch Rooms for Employees" just published by the Bureau. Such lunches are now being served to employees by more than four thousand companies in the United States and Canada, the report states.

Such questions as the kind of room required, necessary equipment, menus, analysis of costs, methods of controlling materials and expenses are covered in the report, copies of which may be had from the bureau. Such well known concerns as the Guaranty Trust Co. of New York, the National Cash Register Co., the Eastman Kodak Co., the New York Times, the General Electric Co., the International Harvester Co. and numerous smaller organizations were covered in the preparation of the report.

- Live Wires in Court

 A chap was arrested for assault and battery.

 Judge (to prisoner): "What is your name, your occupation, and what are you charged with?"
- Prisoner: "My name is Sparks, I am an electrician, and I am charged with battery."

 Judge: "Officer, put this guy in a dry cell."

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

(See last page of Soap Section for Prices of Soap			Materials)			
ESSENTIAL OF	ILS		Neroli, Bigrade, Pure 80.00@100.00	Anisic Aldehyde, dom	3.50@	
Almond Bitter, per lb \$	3 200	\$3.50	Petale, extra100.00@130.00	foreign	3.75@	
	3.45@	3.65	Nutmeg 1.65@	Benzaldehyde, U. S. P	1.55@	1.65
	1.75(a)	1.80	Orange, bitter 2.75@	F. F. C	1.75@	1.80
Sweet True		.871/2	sweet, W. Indies 2.70@ 2.90	Benzilidenacetone		4.50
Apricot Kernel	.52(a)		sweet, Italian 2.90@ 3.00	Benzophenone		
Amber, crude	.75@	.80	Calif	Benzyl Acetate, dom foreign		1.50
rectified	.90@	1.00	Orris Root, concrete, do-	Benzyl Alcohol		1.50
	1.95@		mestic (oz.) 4.50@	Benzyl Benzoate	1.50@	1.65
Angelica Root 3			foreign(oz.) 5.00@	Benzyl Butyrate		5.75
Anise, tech.	.75@		Orris Root, absolute (oz.) 70.00@	Benzyl Cinnamate	9.50a	
Lead free, U. S. P Aspic (spike) Spanish	.80@ 1.50@	4.	Parsley 6.25@	Benzyl Formate	3.25@	
	1.65(a)		Patchouly 4.50@ 5.00	Benzyl Propionate	5.00a	
	2.50a		Pennyroyal, American 2.10@ 2.30	Borneol	2.75@	
	2.35@		French 2.00@	Bornylacetate		4.50
Bergamot, 35-36 per cent.	5.00@		Redistilled	Bromstyrol	4.00@	4.50
	1.90@	2.15	Petit Grain, So. American 2.40@	Carvol	8.25@ 3.25@	3.50
	3.50@	4.00	French 6.00@	Cinnamic Alcohol	5.00@	6.50
Birchtar, crude	.25@		Pimento 4.00@	Cinnamic Aldehyde	3.25@	3.75
rectified	.65@ 3.70@	4.00	Pinus Sylvestris 2.00@	Citral, C. P	3.000	3.50
Bois de Rose, Femelle Cade, U. S. P. "IX"	.33@	4.00	Pumilions 2.75@	Citronellol, dom	6.50@	7.50
	1.05@		Rose, Bulgaria (oz.) 10.00@ 15.00	foreign	6.75@	7.50
	4.00@		Rosemary, French60@	Coumarin, dom		3.65
Camphor, "white"	.15@	.16	Spanish	foreign		3.60
sassasfrassy	.18@		Rue	Diethylphthlate Diphenylmethane	.40@ 1.75@	2.50
	2.40@		Sage, Clary 32.00@	Diphenyloxide		1.40
	3.15@		Sandalwood, East India. 7.25@	Ethyl Acetate	.50@	2.10
	1.90@		Sassafras, natural95@	Ethyl Benzoate		
Cardamon Ceylon 4			artificial	Ethyl Butyrate		
	2.25@ 2.90@	nom. 3.15	Savin, French 2.35@	Ethyl Cinnamate		
Cedar Leaf	.90a	1.00	Snake Root 15.00@	Ethyl Formate	1.00@	
Cedar Wood	.60a	.65	Spearmint 9.00@	Ethyl Propionate	2:00@	
Celery 1			Spruce	Ethyl Salicylate	2.00@	
Chamomile	6.00@	7.50	Tansy	Eucalyptol	1.00@ 3.25@	3.40
Cinnamon, Ceylon 1		15.00	white 1.10@ 1.25	Eugenol		4.00
Citronella, Ceylon	.55@	.62	Spanish, red	Geraniol, dom		7.00
	1.10@	275	Valerian 12.50@	foreign		
	2.50@	2.75	Vetivert, Bourbon 15.00@	Geranyl Acetate		
Zanzibar	2.15@	.70	Java 18.00@	Geranyl Butyrate		
Coriander 1		., 0	East Indian 30.00@ 35.00	Geranyl Formate		
Croton			Wintergreen, Southern 4.00@	Heliotropin, dom		225
Cumin 1		12.00	Penn. and Conn 8.00@ 9.50 Wormseed 5.00@ 5.25	foreign	2.10@	2.35
Cypress	6.00@		Wormseed 5.00@ 5.25 Wormwood 4.25@	Hydroxc.tronellal Indol, C. P(oz.)		
	5.00@		Ylang-Ylang, Manila 26.00@ 32.00	Iso Butyl Benzoate	5.00@	2.00
22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	4.00@	4.50	Bourbon 10.00@ 12.00	Iso Eugenol		
	3.85@	4.00	noutron	Linaool	5.00@	6.50
Eucalyptus Aus.	650	.70	OLEO-RESINS	Linalyl Acetate 90%		8.00
"U.S.P." Fennel, Sweet	.65@	1.00	Capsicum 2.75@	Linalyl Benzoate		
	5.00@	7.00	Ginger 3.75@ 3.85	Methyl Acetophenone		4.00
Bourbon		4.25	Cubeb 4.25@	Methyl Anthranilate		3.25
Turkish (Palma rosa).	4.25(a)	4.50	Malefern 2.50@	Methyl Benzoate Methyl Cinnamate	2.00@ 4.00@	5.00
Ginger 1	1.25@		Oak Moss 15.00@ 15.50	Methyl Eugenol		
Gingergrass	2.75@		Orris 6.00@ 15.00	Methyl Heptenone	9.00@	40.00
Guaiac (Wood)	4.25@		Pepper, Black 3.85@	Methyl Heptine Carbon .	27.00@	35.00
Hemlock	.93@		Vanilla 18,00@ 22.50	Methyl Iso Eugenol	12.50@	13.00
	2.50@		DERIVATIVES AND CHEMICALS	Methyl Octine Car	27.00@	35.00
Juniper Wood Laurel	.05@ 5.00@			Methyl Paracresol	6.00@	
Lavender, English 3			Acetaldehyde 50% 2.00@	Methyl Phenylacetate,	6 500	
	5.25@	7.00	Acetophenone 4.00@ 5.00 Aldehyde C 14 22.50@	Art. Honey Aroma Methyl Salicylate	6.50@ .45@	.50
	1.65@	2.00	C 16 70.00@ 75.00	Musk Ambrette	8.50@	
	1.65@		Amyl Acetate	Ketone		
Lemongrass	1.10@	1.30	Amyl Butyrate 1.75@	Xvlene		3.50
	2.40@	2.50	Amyl Cinnamate2.35@	Nerolin	1.65@	2.00
	5.75@	6.00	Amyl Formate 1.75@ 2.00	Nonylic-Alcohol		
	3.80@		Amyl Phenyl Acet 5.00@	Phenylacetaldehyde 50%.	7.25@	10.00
	1.65@		Amyl Salicylate, dom 1.50@	imported	1.25(a)	16.00
Mustard convince	.15@	1600	foreign	Pure Phenylacetic Acid		
	2.25@	2.50	Anethol 1.25@	(Continued on Next		4.00
artificial		m.00	The state of the s	Committee on Men	- 80)	

Phenyl Ethyl Acetate 12.00@ 15.00 Phenyl Ethyl Butyrate 16.00@ 20.00	Tolu	1.60@ 4.50@	1.85 7.00	Rhubarb Root, Shensi High Dried	.55@ .40@	
Phenyl Ethyl Formate 18.00@	Beaver Castor		7.00	Powdered	.47@	FO
Phenyl Ethyl Propionate 18.00@	Cardamon Seed, green				.09@	.50
	decort	2.65@		Rice Starch		.12
Phenyl Ethyl Alcohol, do-	Castoreum	4.00@	0000	Rose leaves, red	1.60@	
mestic 6.00@ 6.50			$.06\frac{1}{2}$	pale	.65@	
imported 6.00@ 7.00	Civet horns(oz.)	2.25@		Sandalwood chips	.35@	
Rhodinol, dom 15,00@ 24,00	Guarana	.90a	1.00	Saponin	1.25@	
foreign 18.00@ 20.00	Gum Benzoin Siam	1.25@	1.60	Styrax	.471/2@	2.20
Safrol	Sumatra	.30a	.40	Talc, domestic (ton)	18.00@	40.00
Skatol, C. P (oz.) 10.00@ 20.00	Gum Gamboge, pipe	.95@		French(ton)	40.00@	45.00
Terpineol, C. P., dom	powdered	1.05@		Italian(ton)	50.00@	65.00
imported(1b) .42@ .50	Kaolin	.03@	.031/2	Vetivert root	.30@	
Terpinyl Acetate 1.50@ 1.75	Lanolin hydrous		.19	Zinc Stearate	.26@	.30
Thymol 4,00@	anhydrous	.20@	.23			
Vanillin(oz.) .52@ .55	Menthol, Jap.		12.75	BEANS		
Violet Ketone Alpha 5.50@ 9.50	synthetic		10.00	T 1 D D	050	1.00
Beta 6.25@ 8.00	Much Cob pode (or)			Tonka, Beans, Para	.95@	1.00 .
Yara Yara 1.65@ 2.00			20.00	Tonka, Beans, Angostura	2.20@	2.35
			28.00	Tonka, Beans, Surinam		minal
SUNDRIES		36.00@	22.00	Vanilla, Beans, Mexican		10.50
Alaskal Calarma anta gal 40200 500			23.00	Mexican, cut	8.00@	
Alcohol Cologne spts., gal. 4.93@ 5.08 Almond Meal28@ .30		1.00@	4.4	Vanilla Beans, Bourbon,		
	Orris Root, Florentine	.11@	.14	whole	5.50@	7.50
Ambergris, black (oz.) 15.00@ 18.00	powdered	.14@	.30	Bour., cut	5.50@	
gray(oz.) 30.00@ 35.00	Orris Root, Verona	.10a	.12	Vanilla Beans, So. Amer.	7.00@	
Balsam Copaiba S. A56@	powdered	.13@	.25	Vanilla Beans, Tahiti,		
Para	Patchouli leaves		.25	yellow label	5.00@	
Balsam Peru 1.95@	Peach kernel meal	.35@		white label	5.50@	

FOREIGN CORRESPONDENCE

(Continued from Page 369)

raw olive oil will be admitted into Italy temporarily free of import duty to be purified, in quantities of not less than 100 kilos, according to advices to the Commerce Department. A specified quantity of pure, genuine olive oil and of residue (paste) must be exported for every 100 kilos of raw oil imported.

JAPAN

PEPPERMENT OIL.—Peppermint for the production of peppermint oil and menthol crystals is grown chiefly in the northern Japanese island, Hokkaido, and in Okayama prefecture, western Japan, writes Consul General Nathaniel B. Stewart, Tokio. The total quantity produced in 1923 amounted to 20,293 short tons, as compared with 17,482 during 1922. In 1923 there were 4,411 establishments in Japan engaged in the manufacture of peppermint oil and menthol crystals. Their aggregate production reached 872,-397 pounds of peppermint oil and 4,504,072 pounds of menthol crystals. The crude peppermint oil is refined chiefly at Kobe and Yokohama, which are the principal ports of exportation. The 1924 exports of peppermint oil amounted to 392,200 pounds, compared with 314,850 in the previous year, and of menthol crystals, 357,020 pounds representing a considerable increase from 227,120 in 1923.

PERU

ALCOHOL MONOPOLY ABOLISHED.—By a Peruvian law of March 5, the alcohol monopoly formerly operated by the Peruvian Government has been abolished and an open market in this commodity restored.

PHILIPPINES

COCOANUT OIL,—Exports of cocoanut oil from the Philippine Islands in May, this year, reached an aggregate value of 4,000,000 pesos. This is a slight increase over May a year ago when such exports were valued at

3,596,000 pesos. Exports of the oil from the islands during the first five months of 1925 were valued at 15,416,000 pesos.

POLAND-UNITED STATES

AGREEMENT RATIFIED.—The most-favored-nation agreement of February 10, 1925, between the United States and Poland was ratified by the Polish Diet on June 30. This agreement has been in effect, provisionally, from the date of its conclusion.

As reported in our March Foreign Correspondence the following reductions from the general duties in the Polish tariff, among others are extended to American exporters:

Condiments and spices, 40-50 per cent; pharmaceutical products, 30-50 per cent; cosmetics, 35 per cent; soaps, 25-40 per cent; fancy toilet articles, 30 per cent.

SPAIN

ESSENTIAL OIL EXPORTS—Vice Consul Harold Smith, Malaga, reports: Exports of all essential oils from Malaga to the United States during December totaled 44,441 pounds valued at \$40,839, of which 29,404 pounds valued at \$35,048 was origanum. During November 1,180 pounds valued at \$1,287 and in December, 1923, 37,468 pounds valued at \$18,989 were exported.

Exports of all essential oils in 1924 totaled 195.625 pounds valued at \$151,163 compared with 235,048 pounds valued at \$154,632 in 1923. Origanum was the principal essential oil shipped to the United States in 1924 and thyme oil in 1923.

SWEDEN

IMPORTS.—During 1924 Sweden imported (in kilos): glycerine, 480,847; perfumes and toilet articles, 48,811; caustic potash, 2,567,921; caustic soda, 1,398,252; soaps, 638,719.

Origin of the "Skirl"

The invention of the harp was due to an accident, we read. On the other hand, the inventor of the bag-pipes was a Highland cottager who got the idea through stepping on a cat.—Punch.



NOTES ON PRODUCTION OF SHAVING CREAMS*

The preparation of shaving cream is not new but, has interesting features. This article has also played only a certain subordinate role, and the circle of its friends has remained restricted. Nevertheless interest in it is shown, and many of its qualities are much appreciated, since on the one hand the economic use and on the other the easy manipulation are of advantage, so that larger business establishments, besides shaving soaps prepared in cakes and sticks, are required also to carry shaving creams in tubes and porcelain containers.

The production of first class shaving creams is not so simple as many believe, for besides a strong, firm and enduring formation of lather, there must be absolute neutrality and durability. In order to obtain a product which is unobjectionable and which preserves its fresh odor and perfume for years, first class fats and oils must be used, which is also possible in case of this profitable article. All fats, however fresh and pure they are, require before being worked up, to be carefully filtered, a task which is absolutely necessary.

The usual raw materials formerly were lard, olive oil and first grade cocoanut oil, but today olive oil is only rarely used and is replaced by peanut oil or oil of sesame as free as possible from acid, and lard is replaced entirely or in part by common tallow or good pressed tallow. For the purpose of purification the entire fat content is brought into a melting kettle according to the prescribed and approved composition. It is best at first to refine a larger quantity of the fat compound in one effort, and to use an excess in order to allow for the amount lost in clarification.

Assuming that 100 kg. of the fat mixture are to be purified, this is slowly allowed to melt, heated to 70-75° C and 1 kg. of 38° caustic soda lye or 3 kg. 30° soda solution is added while stirring, which yields a weak emulsion. Then

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INTERESTING FATTY ACID EXPERIMENT

UNUSUAL TYPE OF FATTY COMPOUND IN A PRODUCT OF ANIMAL ORIGIN. S. Kon and C. Funk (Biochem, J., 1924, 18, 1238—1239).—The compound is obtained by extracting caseinogen with boiling alcohol, from which it separates out on cooling. The yield is about 1.5%. It melts at 55°—55.5° after repeated crystallisation from ether and ethyl acctate, and solidifies at 44.59°. The product is quite neutral. On saponification it yields a quantity of fatty acid slightly greater than that of the original substance as glistering plates, m.p. 57.5°—58° solidif, pt. 55.5°. The substance is probably an anhydride.

SOAP SECTION COMMITTEE ISSUES REPORT REGARDING RADIATOR GLYCERINE

Editor American Perfumer & Essential Oil Review:

The Special Committee on Radiator Glycerine, appointed at the meeting of the Soap Section at Atlantic City on May 1, met in Chicago on June 6 and respectively submits the following report:

The Committee concludes from the technical investigation of the various units represented and from other information at hand, that Refined Glycerine is an ideal material for prevention of freezing in automobile radiators and in similar cooling and circulating systems of other equipment which may be exposed to freezing temperatures. Several of the leading manufacturers of higher priced cars have already recognized the superior qualities of glycerine for this purpose, and unhesitatingly recommend its use in radiators for winter driving.

The U. S. Department of Commerce Bureau of Standards Circular 26 states:

"The ideal anti-freezing compound is one that will prevent freezing of the radiator liquid without injuring either engine or radiator, that will not lose its non-freezing properties after continued use, and that does not materially change the boiling point of water when dissolved in it."

The Bureau of Standards tests as published in this same bulletin indicate quite clearly that glycerine and alcohol are the only materials that can be approved as satisfactory for use in automobile radiators.

The enormous advantages of glycerine over other winter radiator solutions may be briefly summed up as follows:

First: Glycerine is non-volatile at the maximum radiator temperatures, therefore, a charge of glycerine in the radiator at the beginning of winter will remain at full strength through the entire winter and it is only necessary to refill the radiator for water evaporation. The radiator solution of glycerine and water may be drawn off at the end of the winter and used for several succeeding winters, if the owner desires to practice such rigid economy. On the contrary, a volatile non-freeze material boils off freely at natural radiator temperatures and especially is this the case during the winter warm spells, which generally succeed periods of ex cessive cold, during which periods the percentage of volatile material in the radiator has been increased to a maximum. The alternating cold and warm periods in the wintertime, therefore, call for successive and continuous additions of volatile non-freeze to the radiator, making the final cost of the volatile ingredient undoubtedly greater than would be the case with glycerine, although the initial cost of glycerine seem high by comparison with other materials. Furthermore, with glycerine in the radiator the engine may be warmed up to a normal summer operating temperature, whereas, under the same temperature volatile freeze preventives would boil away and be lost.

Second. Glycerine, on account of its non-volatility, cannot produce the inflammable vapors which frequently escape from

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^{*}Scifens.-Zeitg. vol. 52, No. 11 (1925).

NOTES ON SHAVING CREAMS PRODUCTION

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5 kg. 24° B. salt water is added, the temperature is raised to 85-90° C while stirring. Then the kettle is well covered and the fat is allowed to stand 4-5 hours, after which it is poured off through a fine sieve into a clean vat or large stone jars and kept in them till used. The remaining soap sediment is used for grained soap. I shall now give a few approved mixtures each for 50 kg. of shaving cream with various perfumes:

1

10 Kg. lard

12 Kg. peanut oil

8 Kg. edible tallow or pressed tallow

3 Kg. cochin cocoanut oil

121/2 Kg. 38° potash lye

4 Kg. 38° sodium lye

1 Kg. 30° potash solution

II

8 Kg. lard

10 Kg. oil of sesame

71/2 Kg. pressed tallow

6 Kg. cochin cocoanut oil

16 Kg. 40° potash lye

1 Kg. 20° potash solution

21/2 Kg. Glycerine

First the fat mixture is placed into a jacketed kettle heated with steam, is warmed to 40-50° C, and the lye is poured in, in a thin stream while stirring, after which the potash solution and the glycerine are also worked in. As soon as the mass begins to thicken, the stirring kettle is covered warm for 2-3 hours, and at the same time some steam is admitted, in order to hasten the automatic heating and the saponification. As soon as the mass has become warmed through completely from the edge to the middle, and has become clarified, it is exactly neutralized by the aid of phenolphthalein solution, that is either a small quantity of potash lye or a little cocoanut oil is added after that. After it is cooled it is brought into a mixing or a kneading machine and in this it is thoroughly kneaded while at the same time 1/2 liter of alcohol and the desired perfume is added. For the almond perfume which is much favored for this purpose, the following compositions are recommended:

a.

750 g. artificial oil of bitter almond

170 g. oil of lavender

80 g. oil of bergamot

b.

80 g. artificial oil of bitter almond

120 g. oil of lemon

180 g. oil of spike

By means of the addition of alcohol, the cream during the kneading process takes on a beautiful mother of pearl appearance, however, this forms also of itself if the cream has been stored for some time in a cool room. After it is finished it is filled either into tubes or into porcelain containers. These after filling are allowed to stand a short time, and then are marked from the middle to the edge with a comb-like instrument with notches on the smooth surface of the cream which presents a very good appearance and by which the alabaster-like sheen comes still more into evidence. For the surface markings, patterns of any figures may be used and in this manner very striking effects and a tasty

appearance may be given. Likewise in smaller packages in porcelain receptacles any surface ornamentations desired may be applied. Upon the decorated surface a round slip of parchment paper is then laid, after which the tin cans are closed and are marked with a suitable label. Following are several more recipes with different perfumes:

III.

15 Kg. edible tallow or pressed tallow

14 Kg. peanut oil

4 Kg. cochin cocoanut oil

12 Kg. 50° potash lye

2 Kg. 38° soda lye

3 Kg. water 1 Kg. 25° potash solution

300 g. oil of geranium

500 g. oil of African geranium

25 g. oil of bergamot

80 g. benzyl acetate

10 g. oil of Ceylon cinnamon

10 g. nerolin

75 g. tincture of musk.

IV.

22 Kg. oil of sesame

6 Kg. pressed tallow

3 Kg. lard

2 Kg. cochin cocoanut oil

9 Kg. 50° potassium lye

5 Kg. 38° sodium lye

3 Kg. water

2 Kg. 25° potash solution

750 g. oil of terpineol

100 g. oil of hyacinth art

80 g. benzyl acetate

30 g. oil of cananga

5 g. coumarin

50 g. tincture of musk,

V.

23 Kg. pressed tallow

5 Kg. cochin cocoanut oil

5 Kg. peanut oil

14 Kg. 50° potash lye

12 Kg. water

5 Kg. 30° potash solution

3 Kg. glycerine

1/2 Kg. alcohol

100 g. violet art

350 g. oil of bergamot

50 g. oil of sandlewood

200 g. oil of linalol

150 g. benzyl acetate

10 g. oil of patchouly

60 g. tincture of benzoin

The preparation is exactly the same as already indicated. If many fats (pressed tallow) of high melting point are vised, the stirring temperature of the fat mixture has to be taken somewhat higher.

Hearing on Proposed Rosin Standards

A public hearing will be held to discuss proposed standards for naval stores for which no standards are established by the Naval Stores Act, at the Bureau of Chemistry, Washington, D. C., on November 16, 1925, at 10 A. M., according to a recent notice approved by the Secretary of Agriculture.

RISE IN FATS AND OILS FEATURE OF SUMMER

Recent Series of Advances in Raw Materials Creates Unusual Situation; Costs of Production Have Advanced; Markets Have Shifted Toward East

Interest in the soap trade during the last few months has been centered very largely upon the advancing cost of many of the raw materials consumed by the industry. While the cost of chemicals and the price of incidental supplies has not changed materially, there has been a considerable showing of strength in oils and fats and some display of firmness in perfume materials plus a tremendous advance in the price of rosin. To just what extent these advances have affected the net cost of the finished product cannot be determined. Theoretically this advance in costs has been considerable. Practically, it has probably not had any great effect as yet.

Buying operations of the important soap manufacturing companies are carried on largely on a contract basis, especially on the more important materials. Chemicals are almost entirely purchased on contract. Fats and oils, where they can be so bought, are usually purchased in the same way. The soap manufacturer must do everything possible to insure his costs and to enable himself to estimate them with some degree of certainty. Hence it is that the recent advances in fats and oils, while of tremendous importance to the soap industry, have not as yet been fully reflected in the cost sheets of the manufacturers. Some makers have, however, undoubtedly felt the effect of the advances in their costs and others are more than likely to in case the situation continues.

General Rise in Prices

In order to show exactly what the trend of the market has been in recent months, the following table showing prices of some of the leading soap makers' raw materials has been prepared. It gives prices on these materials in monthly intervals for three successive months. From this table, quotations on alkalis and chemicals have been excluded since there has been no change, or relatively none, in chemical quotations during the last three months and none is to be expected in the immediate future.

PRICES OF CERTAIN SOAP MATERIALS

Tallow		July 10 .09 .085/8	June 10 .083/4 .081/4
Oils: Cottonseed, spot Cocoanut	.111/4	10.90 .103/4	10.51
Palm, Lagos Palm kernel Copra	$.10^{1/2}$.09 .10¼ .05¼ 9.70	.08½ .10 .05¾ 9.30

It may be said that a similar trend to that revealed in this table has been in evidence throughout the list of raw materials. In other words, the table shown here has not been packed to illustrate an advancing tendency with items showing the reverse purposely excluded. There have been no items of any consequence which have not shown advances during the last two months.

The industry has almost as many explanations, all more or less plausible, for this advancing tendency as there are individuals engaged in purchasing or cost finding in the soap trade. Each one has his pet theory as to the reasons for the advance and in virtually all of them there is some

foundation in fact and some reason in the explanation. Looking at the situation which exists at the moment from the outside, it is apparent that no one reason can be advanced which will satisfactorily account for the entire list of advances. Forces have been operative which have raised values here and there and they have been different in each instance. Inasmuch as the group of fats in particular are so closely associated and so greatly interdependent probably a combination of all of the reasons advanced have had the effect of advancing the markets and bringing worry to the soap manufacturer.

Rosin Advance Continues

The situation which exists in rosin may be briefly outlined as underproduction and over demand. Receipts of rosin at Southern points this season have been smaller than usual. The usual summer surplus has been avoided both through this fact and through the unusually heavy demand for the product from all parts of the world. The United States has been a consumer in about the normal volume. What the soap trade has not taken, due to decreased general consumption and the summer curtailment in the industry, has gone into paint and varnish, both of which industries have been enjoying an excellent season. In addition, virtually every European country has been and still is an excellent buyer of rosin this year. The result is that stocks are far below normal and that prices are far above normal. Nevertheless, there seems to be no difficulty in selling goods at constantly advancing prices and no chance for the accumulation of any real surplus of goods this sea-

Turning to the oils, the situation is more complex and less easily explained. The influences at work upon the market are many and varied. There may be quite plausible explanations which are not advanced in the following and there may be really good reasons for the advance which have not been advanced by anyone in seeking an explanation.

Cocoanut Oil and Copra Strong

Despite the fact that the imports of cocoanut oil have been considerably heavier this year than in some previous years, there does not exist any surplus of cocoanut oil in the country today. In addition, heavy imports have eaten into stocks held in the Philippines and also into stocks of copra both here and in the Islands. The heavy imports of cocoanut oil have been eaten up by increased consumption in other industries. The soap industry has taken, it is estimated, slightly more than last year. There has been a considerable increase in consumption for food purposes despite the fact that unfavorable legislation has to some extent checked this growth in the demand. In addition, it has had to assist in filling the gap left by the shipment of Oriental soya and peanut oils to Europe. This development has been due very largely to the tariff on these oils when imported into the United States.

Further, in regard to cocoanut oil, there has recently developed a shortage and underproduction of copra. This has affected both the Philippine crushers and those in this country and especially during the last two or three months. Stocks of copra in the Philippines are smaller than they have been in a long time. Stocks on the Pacific Coast are also well below normal and the crushers are understood to have no better than the usual supply of the raw material on hand. Copra is now greatly underproduced and has risen quite sharply in price. The result, of course, has been to increase costs of manufacture in the cocoanut oil trade.

Another influence which has had its effect upon the soap makers' oils and fats has been the fact that foreign shipments of lard have been far smaller than those of a year ago, stocks of lard in Chicago are much smaller than usual. During July, they showed a slight tendency to increase but still have a long distance to go before they reach the usual proportions. The rather tight market for lard has operated to raise the price of the product and also of all competing fats and oils to some extent.

Tallow and Greases Advance

Production of tallow has also been rather lighter than is normal for the summer season. Prices on it have moved forward on a steady demand and the usual summer resort production of greases has been insufficient to make up the deficit in general production. Despite the fact that quality sometimes suffers during the summer months and has an influence upon the prices which can be realized on tallow and greases, there has been no drop in values this summer, it being possible to sell production rapidly enough to prevent much deterioration, and also to prevent the accumulation of any marked surplus of goods.

Trade in palm and palm kernel oils has been accomplished with greater difficulty than usual during the last few months. Stocks of these oils in New York and at other import centers are smaller than usual. There is a tendency in the trade to blame this to the difficulties in Northern Africa and they have undoubtedly had some effect. At the same time, it is apparent that production of these oils has been lighter than usual. In addition, the exportable surplus of palm oils from South Africa has been materially lessened by increased consumption at home. Reports from British sources indicate that a usable and dependable motor fuel is being developed from palm oil and that it is being used to increased extent in the primary markets for this material. This has to some extent reduced the quantities available and has also operated to raise prices although not as sharply as complete perfection of the new fuel may bring about later.

Owing to the general stringency in the oil markets, soap manufacturers throughout the country have been seeking the cheapest markets for their raw materials. Not content to trade close at home or to purchase goods in the usual routine fashion, they have resorted to the shopping around method and the more or less unusual phenomenon of an active market among New York dealers and traders at mid-summer has resulted. This distribution of the demand has arisen out of the natural advance in prices. However, far from putting a check upon such advances, it has resulted in an even stronger market.

The unusual inquiry from the West and Middle West in the New York market has advanced values here and the Eastern advances have been reflected in other sections of the country and also in the primary market, where New York developments are probably watched more closely than the actual importance of the New York market warrants.

Market Now Slightly Easier

During the last week or ten days, the situation has turned slightly easier. Whether this is due to curtailed demand arising out of advancing prices or whether it is caused by some actual decrease in the requirements of fats and oils for consumption cannot as yet be determined. Probably both enter into the situation. Demand has dropped to some extent, however, both in the animal and the vegetable products. Stocks of lard in Chicago, for example are increasing to some extent. Holdings of the various oils and of tallow and greases in New York and other centers are somewhat larger than they were a short time ago.

Whether this is a temporary development to be succeeded by another period of rising prices is a question upon which best informed handlers of oils and fats do not at present care to venture an opinion. The soap industry, as well as other consuming trades, is watching the situation closely, however. Factors in the trade are now inclined to hold off whenever they can. Slight price concessions have been made in a few instances although they are by no means general as yet. Whether continued holding off will operate to bring the market back to its normal position is a question. The summer season is nearly over. Heavy contract requirements are often closed in early September. General demand for raw materials of all kinds may be expected to improve with the close of the vacation season.

Hence, the unusual position of fats and oils at the moment may be extended into the fall season. If it is, costs of soap production for late 1925 and 1926 are likely to show some little increase over those for late 1924 and the first half of the present year. It is a time when caution in purchasing may well be used while at the same time excessive caution may operate adversely to the buyer.

PALMOLIVE DISCARDS JOBBERS

The Palmolive Company of Milwaukee, has announced a new selling policy in the metropolitan district and accuses the jobbers of being to blame for it. Effective July 6 is announces to the retail grocers that it will eliminate jobbers and sell direct to the retailers, and to quote its circular letter: "Of course, we are in a position to give the retailers the benefit of a better price on Palmolive in all quantities from one gross up."

To further quote its circular: "Effective July 6 the Palmolive Company has decided to sell and ship direct, every order regardless of size, to the retail grocery trade. In other words, we have eliminated taking any orders whatsoever through the wholesale grocers and are selling on a direct basis just as many other manufacturers today are doing.

"This change in our merchandising policy was only taken after a very thorough investigation, in which we found that less than 50 per cent of the specialty orders that we were taking in New York City were actually being delivered by the jobber. This resulted in a very high cost of doing business for us in the metropolitan district and we of course were forced to take some drastic action."

Lever Profit-Sharing Scheme Suspended

LONDON, August 10.—Great interest has been aroused by the announcement just made that difficulties arising out of the will of the late Lord Leverhulme have made it necessary for the directors of Lever Brothers to terminate, for the present at all events, the profit-sharing scheme instituted by the late viscount for the benefit of the employees. This step does not, however, affect existing holders of the certificates, as their rights are protected by the terms of the trust deed. The matter is likely to be raised in the British Chancery Court, and the directors are hopeful that, as a result of these proceedings, it may be possible for them to carry out the scheme on the present lines.

TRANSPARENT TOILET SOAPS*

(Continued from Page 314, July, 1925)

Now that the manufacture of a second quality of transparent soap, with little alcohol and without glycerine, by the use of the following soap mixture according to a method of procedure appropriate for this purpose, may be described. For this sort of soap, in case of high prices of tallow, a cheaper white, hydrogenated hard fat of high titer may be used. The rest of the raw materials must likewise be pure and free from dirt and as fresh as possible in order to produce a soap free from objection. In order not to affect the result injuriously by the omission of the glycerine and not to lessen the transparency, the use of solution of soda crystals is to be recommended which hardens the soap without at the same time coating it.

Charge for second grade transparent soap:

99 Kg. cocoanut oil

99 Kg. tallow or white hard fat

72 Kg. castor oil

145 Kg. sodium lye 38° Be'

90 Kg. sugar

90 Kg. water

33 Kg. soda crystals 30 Kg. water

38 Kg. alcohol (specially denatured).

The solid fats are warmed to 80°C, are then poured through a sifting cloth into the mixing kettle which is held ready, and the castor oil is added as described above. Then the weighed clear lye is stirred into the fat mixture in a uniform steam and the stirring is continued until the mass is thicker and forms a skin over it. If it is desired to hasten the preparation of the mixture, the lye mixed with about 5 Kg of alcohol is stirred in. In the first case the saponification requires two good hours; by the addition of a little alcohol self-heating occurs after a short time, and for this reason saponification proceeds more rapidly. In both cases the kettle after making the mixture is well covered. While the heating proceeds slowly because of the slow saponification without spirits, where alcohol is used caution is required, since the content of the kettle may in a short time be heated to overflowing. The progress of the saponification is therefore watched from time to time. mass, if it rises, would have to be well stirred with a crutch, when it takes on a thick, ribby consistency. stirring is continued until the danger of boiling over is past, and the ribs show a lustre. The lye needs to be uniformly bound, so that the half saponified mass remains adhering to the ladle. At this stage the kettle is covered another half hour, in order that after-saponification may set in, after which the mass is stirred once more. If the above mentioned rise does not take place or if no addition of spirits was used care must be taken to stir up the mass in the kettle before it is throughout darkly transparent, and appears without any white cold stripe at the edge. In this process the temperature is kept high until the saponification is complete and thorough, at the close amounting to about 90°C.

Only when the signs of complete saponification have appeared is the soap thoroughly stirred up. Not to adhere to this method of work would lead to serious disturbance and to damage, in that the saponification partly stops because of imperfect reaction, by which the sugar solution would be only partly taken up by such soap and an incom-plete liquefaction of the soap would be the consequence, which afterwards becomes visible in the kettle by a larger layer of a grainy mass appearing on top. Only an extra-ordinarily large addition of alcohol could save the day. However. this is to be avoided by the working method described in order not to make the product too high.

To return from this remark to normal saponification, the sugar and soda crystal solution warmed to 80°C are mean-

while to stand ready to be added. The preparation of the former was mentioned already under first quality glycerine soap. The soda crystal solution must also be well clarified, whereupon both are mixed and are diligently worked in, in rather large portions and are successively distributed in the mass, in order to accomplish a rapid liquefaction, after a thin soap has been formed by continued stirring which no longer shows any flakes. Transparency begins now to appear. The kettle is therefore covered for one-half hour for further clarification, after which a light foamy layer about the thickness of a finger has separated on top, while beneath it a considerably dark looking, clearer soap mass, is visible, in which only the alcohol is lacking.

Now is the time to add small fragments which may be on hand in order that these may be able, by light stirring of the contents of the kettle, to dissolve in the soap which is still quite hot, in order to hinder the chips from lumping together. In case of dried chips the loss of water is at all events to be replaced by a corresponding addition (5-10%) of boiled hot water.

After all chips are dissolved, 20 Kg of spirits are added to the soap in such a manner that at first enough is sprinkled over the light covering of foam till it is dissolved; the rest of the alcohol is incorporated into the soap by stirring; thereupon the kettle is once more covered for half an hour, whereupon the soap lies in the kettle a dark clear mass with only a light foam layer. After a second addition of 9 Kg alcohol in the same manner as before, the ready foam free transparent soap now appears before us. transparent soap now appears before us. A glass sample removed from the mass must now be perfectly clear and transparent, may not become turbid after cooling, and must have a supple but still firm touch. The characteristics of the finished soap depart hardly at all from those of the number one article. Corrections are to be undertaken in the same manner as under first quality glycerine soaps. testing of this kind will show a sharp bite on the tongue.

The finished soap is toned up with one of the named There are for this purpose naturally an entire series of anilin dyes, from among which it is not difficult for the specialist to select the right one. The alcohol still available (3 Kg) is mixed with the perfume and is added to the soap which has been cooled to 55-60°C in the frame or mold. The molds for this purpose should not be too large, and especially should not be filled higher than to 25 cm, since transparent soaps easily incline to cloudiness. There is doubtless no need of stating that all receptacles and appliances must be in a clean polished condition.

For perfuming the number two quality, the price does not permit the making use of the more expensive perfumes. On the other hand, however, the perfuming still must receive proper recognition. For the purpose of completeness an appropriate composition for the entire soap mass which in price comes too high may be cited here:

100 g parakresolmethyl ester

650 g oil of cedar wood 560g oil of spike lavender

150 g geraniol

200 g benzyl acetate, chlorine-free.

30 g coumarin

280 g citronellal 200 g oil of cloves

6 g yara-yara

100 g oil of bergamot, artificial

50 g oil of bergamot, prime 15 g musk, artificial, dissolved in 75 g warmed benzyl benzoate.

A Transparent Soap Without Alcohol

In the following we shall now pass over to the preparation of a transparent soap without alcohol. If we designate this a third quality, this does not say that its manufacture requires less care, conscientiousness and experience than the

^{*}Seifen. Zeitg., Vol. 52, No. 17, (1925), p. 346.

preparation of a better kind with alcohol. Especially for the reason that the saponification and clarity is not favorably influenced in the preparation of the cheap kind without the addition of spirits and in addition a greater stretching through appropriate cheaper solutions is demanded, does this preparation require double attention in so far as the most important points which contribute to the success of an unobjectionable article must be held in view.

Even in case of third quality transparent glycerine soap, it is necessary that only clear, fresh raw materials shall be used, if one wishes to have soaps of clear tone, for which reason the necessary fats, for the sake of insuring success, are separated from each other and with salt water tre purified beforehand. Older fats and oils which, as it known, contain different quantities of free fatty acid, are also treated before hand separately with strong soda lye of 38° Be', as already has been explained previously in greater detail in the case of No. 1 soap. Now whether the previous cleaning by salt water with the fatty acid combination by use of lye shall be accomplished in one operation or separately, is immaterial. In case of the separate working method the salt water used need not be stronger than 10° Be', of which 10 per cent is amply sufficient for 100 Kg of fat. It is only necessary that a separation thus undertaken of the fatty acid is carried out separately for each quantity of fat, so that no essential displacement in the composition of the fat addition takes place, on account of which a failure of the soap might be caused.

Since transparent soaps made without alcohol in their fresh condition are not quite so fiery and transparent as soaps with spirits, it is recommended to first store this kind for several weeks whereby it gains considerably in transparency. The solution of the filler is prepared some days before, so that it can clarify itself sufficiently. It is true that it is not unconditionally necessary, that glycerine be used, but an addition of it to this soap hinders its rapid drying, it has a milder touch, and this advantage is also of value in its use. An exact, cleanly working method, exact weighing of all raw materials, as well as employment of only clear lyes and solutions, observance of the temperatures and of other conditions insures the successful completion of the article. I now will record an approved mixture, whereupon will follow a description of the method of manufacture:

80 Kg cocoanut oil

70 Kg tallow

70 Kg castor oil

115 Kg soda lye 38° Be'

30 Kg glycerine

70 Kg sugar 80 Kg water

10 Kg soda crystals

60 Kg filler

The filler consists of:

30 Kg sugar 15 Kg potassium chloride

18 Kg potash

21 Kg salt 12 Kg soda crystals

and enough water so that the cold solution shows 22° Be'.

The fat addition is warmed in the jacketed kettle with steam to 75° C in such a manner that the castor oil for reasons already given is added last, whereupon the strained mixture is carried into the warmed soap kettle proper. It is advantageous to heat the lye also to 75° C. By steady vigorous stirring the lye is worked into the fat addition; here be it especially emphasized that, after completing the stirring, the mass is now left standing quietly, and the kettle must be covered with sacks or cloths. Otherwise the thick mixture would again separate and the chemical process would be disturbed. Since the automatic combination begins in a short time, the content of the kettle is to be watched, in order to prevent a running over. Since during the strong reaction the mass rises, it may at the beginning be stirred only superficially or else the rising must be stopped, and must be vigorously stirred only after the half saponified mass appears uniformly more woolly

Thereupon the kettle is covered for one hour and is left to complete the saponification.

If the lye was not warmed up, the saponification process requires a much longer time. In consequence of a lower temperature, it passes off with greater difficulty, and by subsequent warming the clear appearance of the transparent soap suffers. A well saponified mass should no longer appear gray and untransparent, but must form a uniformly clear, thick, ribby soap.

The after-saponification proceeds in the kettle, the water, which must be softened and clear, is weighed off into the little, jacketed kettle, is heated to the boiling point, and the necessary sugar and soda crystals are dissolved in it. temperature must be held at such a point that the dirt foam can be quietly separated out on top, so that a disadvantageous discoloration of the sugar may be prevented. This solution, which must be heated to 80° C, is now stirred in a strong stream into the thick soap mass, in order to bring about a rapid thinning. Thereupon the soap kettle is again covered. Now the clarified filler and the glycerine are weighed into the solution in the kettle, and is warmed to fully 80° C. If now the soap at the top of the kettle shows a grainy appearance, but at the bottom a limy consistency it is next stirred up with a crutch to a uniform mass, and the mixed hot filler by vigorous stirring is at once added. Thereupon a thin dark paste is gradually formed, which must not contain any small lumps. the soap is covered for one-half hour and is left to clarify.

With correct alkalinity and working method the now finished soap shows the right characteristics of a successful transparent soap, appearing dark and thinly fluid with only very light foam on top. The test sample when cold must be sufficiently firm and transparent. The temperature of the soap must be kept at about 80° C to the last finish.

If scraps of soap are on hand, they may now be broken up, and added to the hot soap amid light stirring of the entire mass as well as the necessary amount of boiling soft water (5-15%) of the fragments, to make up for their loss by drying. After these are covered, the soap is once more allowed to clarify for one-half hour, in order that the foam particles may separate out at the increased temperature.

If the signs of a normal soap are not given, and if after this the foam on top is yellowish, tough and thick, the cooled test sample is firm, but not clear enough, then the soap is deficient in water. Some boiling soft water is added, whereby it becomes more mobile, and a light foam appears.

In case of a too weak soap, the foam may be also yellowish, tough and thick, the cooled test sample will feel soft and will show a bluish turbidity as well as absence of an appreciable tongue bite. Here the error may be corrected while the soap still has the prescribed temperature, by addition of about 1 Kg of strong warmed lye mixed with ½ Kg of soft water, which is stirred into the soap. If however the temperature of the soap has fallen to 75° C, and one does not desire to warm it again, then to the warmed lye about 2 kilos of spirits is added. On smooth flat glass the sample must be transparent, without darkening, and with a firm feel.

A too strong soap on the other hand shows an excessive tongue bite and the sample appears turbid and hard. The correction is made by addition of hot cocoanut oil, till the normal characteristics appear, when time must be allowed for the soap to make a complete combination. It may also happen that a completed soap shows a grainy thick foamy layer caused by the use of many old chips, or a mistake was made in the weighing of the water; in this case the grainy scum is skimmed off into a clean receptacle, and to this is added by stirring in boiling soft water till a sufficient fluidity has been brought about, after which the fluid soap is poured back again.

With this the various occurrences and mistakes, as well as their corrections in the manufacture have been considered and should have given to the less experienced specialist sufficient aid. Assuming that the transparent soap shows all the characteristics of a normal soap, then the coloring process may be proceeded with. For the rest the tones for the third quality may be made more saturated. Explicitly the

coloring of the transparent glycerine soaps was treated at the beginning of this article with greater detail.

In the following I give a few perfume compositions with the colors of this quality:

YELLOW.

To 100 Kg of soap: 150 g terpineol

30 g oil of cedar 70 g aubépine

10 g heliotropin 30 g oil of gingergrass

30 g oil of lemongrass Anilin color: 5 g laundry soap yellow or Hessel's wax vellow No. 8.

GREEN.

To 100 Kg of soap:

50 g palmarol 50 g oil of spike

100 g terpineol 80 g oil of niobe

40 g acetate of benzyl-chlorine-free. Anlin color: 5 g 4L.F. or 8 g reseda-green B.

RED.

To 100 Kg of soap: 80 g oil of gingergrass

80 g geraniol T

80 g oil of cananga 10 g oil of cloves 5 g citronellal

5 g oil of patchouly. Anlin color: 8 g brilliant red.

The perfumery and molding is undertaken at 65° C. The mold after filling is lightly covered, in order that the foam caused by the dipping may sink more easily. More detailed directions about the molding of transparent soap have been given previously and the height of filling indicated holds also for this kind.

Now comes one more important point regarding the storage of transparent soap without alcohol. Under no condition must a cold storage room in which the tem-perature in the cold season sinks below zero degrees C. be selected for this purpose, since then crystallization of the soda and of the salts in the soap occurs, and the transparent soap becomes unsalable. Such a soap would not clarify itself again, and could be used only to add to a fresh batch of soap; therefore this point is especially emphasized. The batches described may at pleasure be multiplied or correspondingly divided.

The foregoing naturally tells nothing new to the ex-experienced older specialists, such explanations are made for the young crop of workers who seek instruction.

SOAP SECTION ON RADIATOR GLYCERINE

(Continued from Page 373)

the radiator overflow when volatile non-freeze ingredients are used. The public press last year recorded several instances of dangerous accidents from the use of lighted matches to ascertain the level of water in radiators to which volatile non-freeze ingredients had been added.

Most of the volatile low boiling point mixtures used to prevent freezing exude disagreeable vapors and odors when the radiator becomes hot. Refined glycerine is practically odorless and its boiling point is above that of water. There is no possibility of odors arising from the radiator,

if water and refined glycerine only are used in same.

Fourth. Refined glycerine is non-corrosive to any of the metal parts with which it may come in contact and it has been proven by actual test that a glycerine and water solution has a very benign effect on rubber hose connections, whereas, ordinary water at radiator temperatures has a ten-dency to swell and bulge the fabric and rots and disintegrates more quickly in ordinary water solution than in the gylcerine and water mixture.

Mixtures of glycerine may become slushy, but rarely solidify. The coefficient of expansion of cold mixtures of glycerine and water is extremely low, which may be illustrated by the fact that a solution of glycerine frozen a glass tube to a temperature of -97° Fahr, failed to expand sufficient to crack the glass tube. Therefore, even if the percentage of glycerine in a radiator solution was not

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

in evidence and seems to have been more severe than is usual. Trading in the local market has been almost at a standstill, the only quantities taken being those small lots necessary to keep consumers from a complete suspension of operations. Buyers on contract have been taking alkalis quite regularly although they are in general about 15 per cent behind their estimated requirements. On the whole, the soap trade has been less active than some of the other consuming industries and this class of consumers has taken less of their quotas than have the others. Prices have been quite stable. Local shading on carlot and less than carlot business has been the rule but it has not been serious.

Other Soap Materials

The remarkable strength in rosin continues as the feature of this list. Buying by domestic interests has been somewhat below normal but inquiry from abroad has been very heavy and has surpassed the high levels of last year considerably. At the same time production, as indicated by the receipts of rosin at Southern points, has been below normal, with the result that stocks are very low and prices very high and still mounting. Oils have been exceptionally strong for this season of the year. Starch is cheaper owing to the position of the corn market. Glycerine is quite firm with a general advance predicted. On the whole it is a dull market but one quite satisfactory from the standpoint of what is to be expected in the future when buying becomes more liberal.

sufficient to entirely resist freezing, serious damage such as cracking of water jackets or cylinders would be impossible.

The committee, therefore, recommends for automobile radiator purposes a carefully distilled or refined glycerine, which for fluidity, ease of handling and ready admixture with water in the radiator, should be marketed as a solution of approximately 60 per cent glycerine and 40 per cent water, testing about 20° Be., the container in which the product is sold carrying printed instructions as to the amount to be added to the radiator for varying temperatures.

In addition to the above recommendations, it was the unanimous opinion of the committee that the interests of all would be served by refraining from sales of C. P., Dynamite or Yellow Distilled grades to second hands for mixing into anti-freeze compounds, believing that radiator glycerine as above described is the most practical form of glycerine for radiator use.

The Committee was also unanimous as to the advisability of selling Radiator Glycerine—'frums or other packages included," instead of "returnable" at a fixed allowance, as is the case with some other grades of glycerine.

Branded radiator glycerine products already on the market are, in alphabetical order, as follows:

Freeze-Pruf Radiator Glycerine, made by Morris & Co. Ivo, a distilled radiator glycerine of correct specific gravity for automobile use, made by Procter & Gamble Co.

Lotemp Radiator Glycerine, made by Pert Brothers Co. Novap Radiator Glycerine, made by Lever Brothers Co. Zero-Fos Glycerine Solution, made by Armour & Co.

The committee desires to thank the manufacturers listed in the preceding paragraph for the full information which has been placed at its disposal, and takes pleasure in reporting further that the above manufacturers and other manufacturers who have developed a satisfactory glycerine product for automobile radiators, have expressed a desire to cooperate with the entire glycerine industry in placing before the public a product especially efficient and adaptable for prevention of freezing.

Any glycerine producer desiring further information on this subject may, therefore, freely write any of the manu-facturers above mentioned, or any of the members of your committee as undersigned.

Yours very truly,

COMMITTEE ON RADIATOR GLYCERINE, F. A. COUNTWAY, R. R. DEUPREE, W. H. RAYMOND, LOUIS McDavit, N. N. Dalton.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

Latest sales of New York Extra Tallow were made at 9%c per pound ex plant and most producers asking 10c ex plant. Several small lots have sold at 10c per pound delivered, and this indicates firm market conditions.

In the middle west and at western points tallow is steady to strong at 10 @ 101/4c per pound depending on quality.

House grease in the local market can be quoted 9¼ @ 9½ per pound loose with high acid stock at relative prices.

The market in general is not over-burdened with supplies and this would indicate a sustained level of values for the remainder of this month, and with fundamental conditions it is possible for the market to work higher. The usual stronger tendency during the Fall months was anticipated this year by the steady upward movement during lune, July and thus far this month.

August 13, 1925

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our July letter, the market has become firmer, and Dynamite and Crude have advanced in price approximately ½c per lb. Chemically Pure is still to be had at 19c in bulk, although some of the makers are quoting 19- ¼c and 19½c; there is very little indication of price cutting in this grade.

There has recently been some buying of Crude Glycerine in Europe for American account, but reports of the quantity vary. In view of the limited production on the Continent, we are of the opinion that no vary large purchases have been made, but the fact that the American refiners are actively seeking supplies there is indicative of their inability to get what they need here.

The demand for Anti-freeze solutions for automobile radiators during the coming winter bids fair to be of large proportions and as Refined Glycerine is to be used almost entirely for this purpose a considerable quantity of material, which might otherwise be available for the powder and medicinal trades, is likely to be taken for the first named purpose. There seems but little prospect of lower prices and a very good chance of a further rise before the year is over.

August 13, 1925

W. A. STOPFORD,

VEGETABLE OILS

(Written Specially for This Journal)

Since our last review all vegetable oils have been steady to firm and the markets have been fairly active. Stocks of oils are not very large and the demand from soap makers and refiners has mostly been for nearby deliveries, which has tended to strengthen the market considerably.

Cocoanut Oil at the Atlantic Coast seems to be in a firm position because of the smallness of stocks and importers have been getting a premium for nearby deliveries. This has also been the case in Palm Oils where stocks of Niger and Lagos are very small. Palm Oils and Palm Kernel Oil prices in Europe have been climbing steadily, making the cost of replacement higher than present levels here.

A little business has been done in Cocoanut Oil and other oils for September/December deliveries, but most consumers are inclined to buy only as needed and take their chances on the market for later deliveries. It is the general opinion, though, that present levels are warranted because prices of raw materials in the primary markets are high. Many large consumers have shown an inclination to purchase a part of their forward requirements on signs of weakness on the part of importers. However, little has been done in this direction:

August 12, 1925

A. H. HORNER

INDUSTRIAL CHEMICALS

The market has been extremely quiet during the last month. The usual summer and vacation slump has been (Continued on Preceding Page)

SOAP MATERIALS Tallow and Grease

Tallow, New York, Special 95%c. Edible, New York, 11½c. Yellow grease, New York, 9c. White Grease, New York, 9½c.

Rosin, New York, August 15, 1925.
Common to good 10.35 1 10.60
D 10.35 K 10.65
E 10.50 M 10.65
F 10.60 N 11.45
G 10.60 W. G 13.30
H 10.60 W. W 14.50
Starch Pearl, per 100 lbs\$3.77 @
Starch, Powdered, per 100 lbs 3.87 @
Stearic acid, single pressed, per lb
Stearic acid, double pressed, per lb
Stearic acid, triple pressed, per lb
Glycerine, C. P., per lb
Glycerine, dynamite, per lb
Soap lye, crude, 80 per cent, loose, per lb127/8

Oil

Saponification, per lb.....

Oils
Cocoanut, edible, per lb
Cocoanut, Ceylon, Dom., per lb
Palm, Lagos per 1b
Palm, Niger, per lb
Palm, Kernel, per lb
Cotton, crude, per lb., f. o. b., mill
Cotton, refined, per lb., New York
Soya Bean, per lb
Corn, crude, per lb
Castor, No. 1, per lb
Castor, No. 3, per lb
Peanut, crude, per lb
Peanut, refined, per lb
Olive, denatured, per gal 1.15 @
Olive Foots, prime green, per lb

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs 3.10 @ 3.20
Soda Ash, 58 per cent, per 100 lbs 1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y
Potash Carbonate, 80@85 per cent, per 1b.,
N. Y
Salt, Common, fine per ton
Sulphuric acid, 66 degrees, per ton14.00 @16.00
Borax, crystals, per lb
Borax, granular, per lb
Zinc oxide, American, lead free, per lb071/4@ .073/4



PER

38

25

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American Perfumer

and Essential Dil Review

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PERFUMER PUBLISHING COMPANY

MARCH

NINETEEN TWENTY-FIVE





American Can Company





Announcement

IN order to protect ourselves and our customers who use FLEUR D'ORANGER, Chuit-Naef, from the numerous products offered to the American perfumers by others under the name FLEUR D'ORANGER and other names so closely resembling it as to make error likely, we have decided to change the name of Chuit-Naef's FLEUR D'ORANGER to the entirely distinctive one

NYMANENA

The other products whose names approximate FLEUR D'ORANGER, do not approach its quality and effectiveness, and since the name is one which can be generally used it is felt that the situation can best be corrected by the adoption of the new appellation.

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MARCH, 1925





METAL PACKAGE CORPORATION OF N-YSales and Executive Offices: 110 E. 42 nd St. NewYork City
Opposite Grand Central Terminal
Plants-NewYork City, Baltimore, Brooklyn.
Chicago Office 64 West Randolph Street



5270-A

NEATLY made of best quality stock and trimmed in any color desired. To add to the beauty of the package the top of powder container can be satin instead of paper if preferred. A very attractive box for a good grade of powder and an ornament for the dressing table.

Samples and prices on request.

Wm. Buedingen & Son.

NEW YORK 30 East 42nd St. Phone Vbt. 5765 ROCHESTER
1500 Clinton Ave. N-Main Office

LOS ANGELES
315 West 6th Street

CHICAGO 80 E. Jackson Blvd. DETROIT
305 Donovan Bldg.

VIOLET

-R-194=

FROM the days of remote antiquity poets and rulers alike have paid homage in song and otherwise to the violet; and it is doubtful if even now any single odor enjoys quite such universal favor as does the violet.

In Violet R-194 the extremely delicate but delightful fragrance of the violet is reproduced so exactly that it finds instant favor with perfumers for use in perfumes and cosmetics.

Our large production enables us to offer Violet R-194 at a most reasonable price, \$12 per lb.



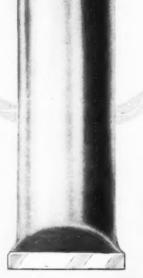
Collapsible Tubes

Plain and Decorated Pure Tin, Tin-Coated, Lead



of all Varieties. Plain and Plated







White Metal Manufacturing Co.
Hoboken, N. J.



The Honor Roll of great merchandising establishments will contain only those names, which throughout their period of service have acted on the conviction that commerce should be safeguarded, not by law, but by good faith, fair dealing and high character.

The history of this firm and its distinguished principal, Schimmel & Company, founded respectively in 1865 and 1829, is marked from beginning to end by strict adherence to the best standards of business, ever loyally serving all interests entrusted to their care.

獟氎氎氎糓

That such reputation was firmly established many years prior to the laws which now safeguard purity and to the establishment of standard methods of labeling speaks volumes to the careful buyer. Even in this day when perfume materials are not safeguarded by a Pure Food Law and are still sold on the principle of "caveat emptor" the integrity of the source of supply is the best guide—confidence in the seller is a prime necessity.

This confidence is responsible for the scores of names on our books over forty years and accounts for the rapid growth in our **Perfume Raw Material Department**, the products of which, sold on honor, go to the buyer with the assurance that he is getting what he has every right to expect.

FRITZSCHE BROTHERS, Inc.

VIOLETS

The delicate perfume of Violet is eternally favored for itself. This note, moreover, is an essential component in all compositions, whether the rich exotic Eastern bouquet or the simple flower type. Every requirement in rich flower effect ranging from the strongest mixtures to the most subtle evanescent blossom characteristics met in modern reproductions is found in these bases and adjuvants.

OIL VIOLET PARMA TYPE, SCH. & CO. OIL VIOLET VICTORIA TYPE, SCH. & CO. Based on derivatives of the True Violet Blossom—superfine Violet bases for the best extracts.

OIL CASSIE, SCH. & CO.—Extracts of modern use require the Cassie note, so well exemplified in this splendid Oil based on the Natural Extract.

ORRIS TENFOLD, SCH. & CO.—This is one of Schimmel & Co.'s most widely known and used basic Violet bodies. It is fully ten times stronger than the Concrete and renders its peculiarly fine service through the fact that all of the insoluble materials have been extracted. Therefore to obtain the Orris effect either in the best of extracts or for low alcoholic content goods, this oil is preeminent in its field.

ORRIS CONCRETE, **SCH. & CO.**—A more concentrated full odored Concrete cannot be made. Its service exceeds its price.

METHYL HEPTINE CARBONATE.—A chemically pure aromatic body rendering sturdy service in the creation of the Violet Perfumes of today. It emphasizes the *leafy* effect.

METHYL OCTINE CARBONATE.—The predominating odor is slightly more green than in the Heptine and with an added characteristic note.

NOVOVIOLS-

Novoviol, Alpha Novoviol, Beta Alpha Extra Beta Extra Novoviol, Methyl

The Methyl derivative trends toward Orris and is an essential and exceedingly valuable constituent of many of the popular bouquet perfumes of foreign origin, largely used to soften the Violet note.

The highest point of attainment is reached in these Ionones, at price levels so low as to suggest thorough investigation of our brand.

Sole United States and Canadian Representatives of

SCHIMMEL & COMPANY, Miltitz, Germany CHAUVET & COMPANY, Cannes, France

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET, NEW YORK



In full color on the front cover.



"SEEING is believing", the old proverb says. Seeing is also remembering, reminding. The right package means more sceing-more new customers, renewed sales to old customers. For right packages, try Canco decorated metal boxes.

THE ELECTION OF THE PERSON OF American Can Company
NEW YORK CHICAGO SAN FRANCISCO

NEW YORK



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RAW MATERIALS FOR PERFUMERY

LAUTIER PILS

47 CLIFF ST., NEW YORK, N. Y.



BEEKMAN- (9330

JASMIN ABSOLUTE ROSE ABSOLUTE

ORANGE FLOWER ABSOLUTE



Mentioned in a report to the Academy of Agriculture in Paris the 21st of February, 1924

CHICAGO REPRESENTATIVE:

NEUMANN-BUSLEE & WOLFE, INC. 321-323 N, SHELDON ST.

(CEEEEEEEEEEEEEEE





Metal Stock Room

We keep on hand at all times large supplies of tin in pig form, plates and blanks, thus assuring an adequate supply for prompt shipment of all orders.

A. H. WIRZ, INC.

Established 1836

CHESTER, PA.

Incorporated 1914

NEW YORK OFFICE 30 East 42nd Street Phone Murray Hill 3447

CHICAGO OFFICE Jackson & Michigan

Perfumers' Alcohol

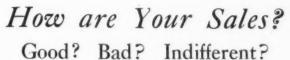
DISTILLED FROM GRAIN—TRIPLE REFINED

PURE-190 PROOF-U. S. P. QUALITY ALSO DENATURED IN ALL FORMULAE



The Federal Products 60.

CINCINNATI, OHIO



How are your cartons, wraps and labels?

Good? Bad? Indifferent?

If there's room for Improvement

Write Us

ADDISON LITHOGRAPHING CO. ROCHESTER

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CHICAGO Chas A. Rindell, Inc., 64 W. Randolph St.

NEW YORK Wm. H. Green, 469 Fifth Ave.

ARGE, double-faced powder puffs with a soft, deep pile that will properly take up and apply powder, not only add to the luxury of the bath but serve to increase the use of bath powder.

Made from plush woven on our own looms and finished with ribbon bands in any color to harmonize with your own decorative scheme. Such puffs lend beauty to your package and utility to your product.



MAURICE LÉVY

"Better Powder Puffs"

Factories: New Rochelle N. Y. New York Office: Hygienol Building 120-122 West 41st Street



Passaic Pedestal Boxes for Face Powder

have a charm and originality so unusual as to command immediate and favorable attention from dealer and user alike.

Samples and full particulars submitted promptly on request.

PASSAIC METAL WARE CO.

PASSAIC, NEW JERSEY

Established 1901.

PASSAIC BOXES SELL FACE POWDER

"I'M Glad

my telephone bill is so big!"



IT WAS A BANKER who told us he was glad his telephone bill was so big. He remembered the days when it was smaller, and he knew what the larger use of the telephone meant—decreases in traveling expenses, in time lost—and definitely measurable additions to business. "Without the long distance telephone,"

he said, "we simply could not handle our present business."

Nowhere, outside America, is the telephone used as such a constructive business economy. American homes and businesses use 63 per cent of the telephones of the world, and the number is increasing at the rate of 3000 each working day. The business houses of Europe are agitating in their daily press and in international conference for a long distance telephone system like America's...

Are you and your concern making full use of telephone economy? In any final analysis, the telephone in business costs nothing. The total loss of the expense of a trip may be

Nowhere, outside America, is the lephone used as such a constructive isiness economy. American homes and businesses use 63 per cent of the lephones of the world, and the lephones of the world, and the lephone. saved by telephoning in advance. In thousands of cases, without the expenses and delay of travel, the contact is made and the deal closed by a call over the long distance telephone.

Your local Bell company, upon call, will gladly have its Commercial Department advise your concern how to use the telephone for greater profit. But why wait for a special survey? You know what the telephone on your desk now does for you locally. It will do the same over hundreds and thousands of miles. The telephone is waiting for your call. . Number, please?

BELL LONG DISTANCE SERVICE





Entrance to the Works of Bruno Court, Grasse, France.

What was once a monastery of the Order of Cordeliers is today the works of Bruno Court, known to perfumers everywhere as the source of the finest natural flower oils produced in Grasse.



The Buckler against Temptation

PROBABLY the greatest temptation that confronts the manufacturer of any product for which there is a constantly increasing demand is that of increasing his output proportionate to his potential market. No manufacturer likes to turn down orders. Every manufacturer wants to get all the business he can. But, it isn't every manufacturer who can, without sacrifice, keep his output apace of the demand for his product.

In "A Message to our American Friends," published in these pages last month, Mr. Augustin Blanqué, one of the partners in the house of Bruno Court, told why his firm deliberately turns its back to increased output:

'The unceasing care that we bestow upon the selection of our raw materials and upon each of the many stages through which these materials pass before they eventually evolve as perfuming products necessarily limits the variety, as well as the quantity, of our output. But, only by imposing this voluntary restriction upon our potential





productive capacity are we enabled to offer products that are not only made of the very best raw materials, but that are made by us in their entirety, thus permitting us to exercise an absolute control of the quality. Consequently, the Bruno Court label simultaneously guarantees both source and quality."

Frankly, we regret that Bruno Court products are not available to us in larger quantities, and that we are unable to honor in full the requirements of our friends for these goods. We regret the sales opportunities that Bruno Court and we must forego. But, we would regret infinitely more were output to ascend and quality descend.

The Bruno Court label on a natural flower oil signifies, in fact, it guarantees a product of unimpeachable quality. Behind that label are traditions extending back one hundred and thirteen years, traditions of integrity and care in manufacture that have been handed down from one generation of principals and employees to another. Those traditions have bred a pride in quality that is the buckler that protects when increased output tempts.





Pomades Extra Saturés and Concretes F: Cassie; Jasmin; Jonquille; Lily of the Valley; Orange; Réséda; Rose; Tuberose; Violet.

Absolute Oils of Flowers: Cassie; Orange; Jasmin; Oak Moss; Réséda; Rose; Violet

Vert de Violet.

Resinoids: Orris Florentine; Cloves; Oak Moss.

Essential Oils: French Spike Lavender; Geranium Rose de Grasse Extra; Geranium Rose de Grasse sur Roses; Lavender Cultivated Extra, 40 per cent Ester; Lavender Mont Blanc, 38 per cent Ester; French Mint, twice rectified; Neroli Petals Extra; Petitgrain Bigarade de Grasse Extra; French Rosemary Extra, for Eau de Cologne; Orris Butter Florentine Extra; Orris Liquid Florentine Extra; Verveine Cultivated; Patchouly Extra, our own distillation; Vetivert des Indes, our own distillation.

Floral Waters: Jasmin; Orange; Rose.

Olive Oil.

It will give us much pleasure to send samples and prices of any of the foregoing products promptly upon request.



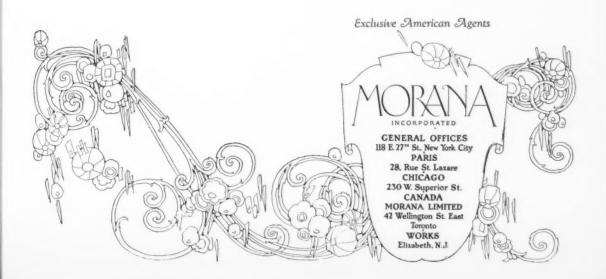


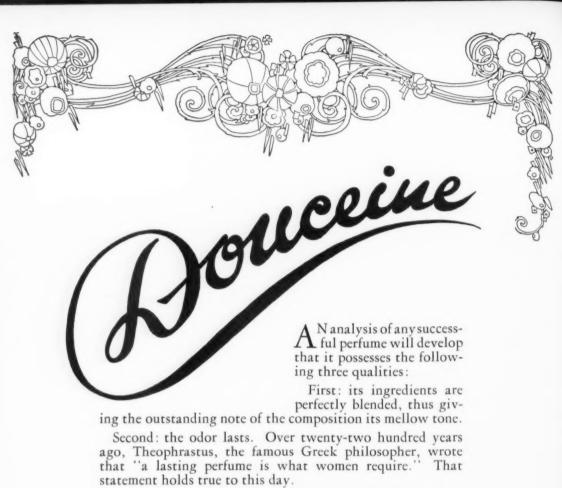
WE take much pleasure in announcing that we have resumed our exclusive sales agency for the United States and Canada for Salv. di Dco. Rognetta, of Reggio-Calabria, Italy.

Founded in 1820, the house of Rognetta has long been recognized as the leading source for the highest quality of Bergamot, Lemon, Orange, Mandarin, and other citrus oils. Where quality rather than price is the first consideration, Rognetta oils are invariably given preference.

Bergamot is an outstanding Rognetta product—one that epitomizes all of the characteristics that have given Rognetta oils their enviable reputation. Its purity—its high ester content—and its body give Bergamot Rognetta a range of applicability that is, of necessity, lacking in a product of inferior quality.

Bergamot Rognetta is a product that is decidedly worthwhile getting acquainted with. Samples of it and of other Rognetta oils will be sent promptly upon request.

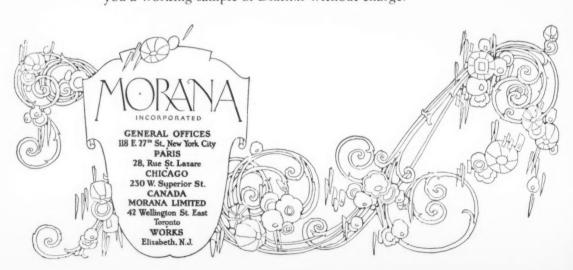




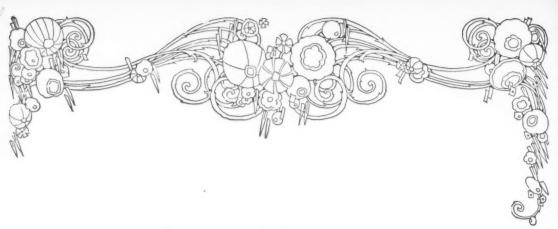
Third: a note of an amber-like sweetness permeates the entire composition, giving it warmth and life.

Douceine blends, fixes, and sweetens, thus adding to the composition the three qualities that are essential to its success.

Make this test: compare a composition to which you have added *Douceine* with one without it. The result will speak for itself. To help you make this test, we will gladly send you a working sample of *Douceine* without charge.



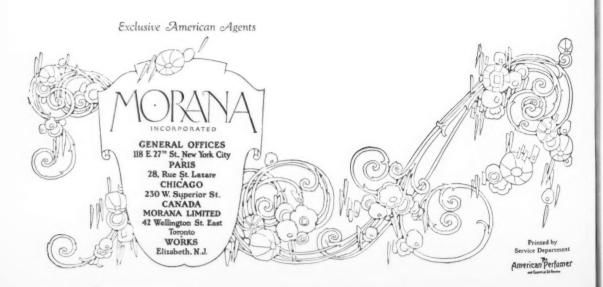




Christo Christoff Kazanlik, Bulgaria

Otto of Rose

In all lines of products, certain brands are the recognized measuring sticks of quality. In Otto of Rose, Christoff's CXC brand is the generally accepted standard. The prevailing conditions in the Otto of Rose market make this preeminently a time for comparing first and then buying. Christoff's Otto of Rose is sold only in sealed, original coppers containing either 4, 8, 16, or 32 ounces. Sample and price sent promptly on request



Société Chimique des Usines du Rhône S·C·U·R·

ACETATES

Linalyl Acetate Extra

96.5% Ester

Elegantly diffusive—Imparts that finishing touch to Jasmins and Bouquets

Benzyl Acetate Extra

99% Ester

An artificial Jasmin in itself

Terpenyl Acetate Extra

94% Ester

Without that raw turpentine odor

Geranyl Acetate Extra

95% Ester

Delightfully fragrant

Rhodinol Acetate

That fruity effect valuable in bouquets

S - C - U - R - PRODUCTS ARE PURE AND OF UNCHANGING STRENGTH AND STABILITY



Your letterhead will bring sample and catalogue by mail.

Rhodia Chemical Company

89 Fulton Street

New York, N. Y.

Stock carried at Branch Office, 180 North Market Street, Chicago, Ill.

American Agents for the

Société Chimique des Usines du Rhône

New Synthetic Flower Oils

Ambre Powder Aurantine Aurantine Savon Benol Centiflor Chevrefeuille Chyprol Cytheria

Ciprice
Dianthus Flor
Floreal
Giroflee Flor
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Lilas No. 72
Lyrose
Muguet Flor

Narcisse Flor Oeillet Flor Opoponal Original Flor Real Violet Rose Safranos Rose Rouge Sweet Pea Flor

Specialties

Ambrettol (Musc Ambrette)
Heliotrope Concrete
Oleo Musc

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Tilleul (Hydroxycitronellal)
Vanilline

Violette: Alpha, Beta, Keton, Methyl Geranium Leaves artif.

Acetate Eugenol Ifixateurs Acetate Isoeugenol modernes Acetephenone Aubepine Benzyl Benzoate Bouvardol Cinnamic Alcohol from Sytrax Citral chim. pur Citronellol Civet Liquid Cyclamol Eugenol Geraniol Geranylacetate Geranylformiate Jasmin No. 74

lasmone Isoeugenol Irisolette pure 100% Linalool Linalylacetate Linalylformiate Methylanthranilate Neroli synth., M & B Phenyl Ethyl Alcohol Phenyl Ethyl Benzoate Phenylacetaldehyde Rodinol Salicylate of Amyl Skatol 100% Violet Blanche (Methyl Heptine Carb.)

We ask the American Perfumers to consult us in the event they desire to put on the market a new perfume, and we shall then be glad to submit them samples of New Modern Basic products to serve as a foundation, and to give a special character.



A perfect substitute for Natural Jasmin

TH. MÜHLETHALER, SOCIETE ANONYME Nyon, Switzerland

Exclusive Representative in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl St., New York

TOMBAREL FRERES

GRASSE

Originators of "Supreme" Quality

Natural Flower Essences Absolute Supreme

We guarantee our Absolute Flower Essences to be Absolutely Pure.

They are the pure oil extracted from the flower.

They are not fortified to increase their strength.

They do not contain any solvent (Diethyl Phthalate), etc.

The addition of a solvent in flower oils does not increase the strength.

The addition of a solvent in flower oils is for the *purpose* of *decreasing* the selling price.

When you use our Absolute Flower Oils you can always feel assured you are using the Best Obtainable.

-Quotations on Request-



Exclusive Representatives in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl Street, New York, N. Y.

Branch Office: 162 N. State St., Chicago

A good nose is rather to be chosen than great riches.

A good nose is something more than polariscope and balance—more than alembic and beaker.

A good nose says of the cheap and nasty: "they shall not pass!"

—but, if you have neither nose nor instruments, then remember, that our tests are sound, exacting, conclusive—you may safely draw from our stock.

M. L. BARRETT & CO.

Importers

233 West Lake Street, Chicago, Illinois

Grece Quality

YOOD HOUSEKEEPING, the national women's magazine, endorses the Lip Sticks, Compacts, Rouge and Cosmetics of one of the foremost perfumers who entrusts his manufacturing to The Trece Laboratories. After a careful analysis by experts employed by the magazine this perfumer has been awarded the Certificate of Purity granted only to manufacturers whose products measure up to the standards demanded by the magazine. Perfumers who entrust the manufacture of their cosmetics to The Trece Laboratories are assured utmost purity.

The Trece Laboratories

130 WILLIS AVENUE, NEW YORK CITY



A single box, complete with compact powder or loose face powder shell.

Easy opening, easily refillable, and with interesting sales possibilities. Combined with an extra supply of face powder this item makes a number of distinction.

Trece Oval Rouge

A vanity that is different—a departure from the old style round rouge package. A small neat flat package, holding a generous supply of dry or paste rouge or compact powder. Easily carried in glove or purse. Size 1½ in. by ¾ in.—complete with Rouge, Mirror and Puff.

The Montmarte

A beautiful, neat double or triple vanity with swinging mirror. Spring button catch. Easily refilled with rouge and powder compacts.
With lip rouge this makes a most inviting triple vanity.

Trece
Distinctive
Vanities
for
Perfumers
of
Distinction







The Trece Laboratories

Trece Toiletries for the Better Trade Only

Beaux Arts

A new very thin but substantial double vanity, more nearly resembling the work of the jeweler than that of the artisan in metal. This number is exclusively number.

metal. This number is exclusively a Trece number. Destined to be extremely popular.

Royale

A new combination. The La Raneé Twin Vanity with loose powder section, carrying a generous supply of extra face powder. A combination of infinite sales possibilities and consumer appeal.

La Rancé

Loose Powder—Twin Vanity
Effectively Different

A neat, thin twin vanity, with easily refillable rouge—and an easy opening loose powder compartment. In the popular 2 in. watch case model, with button catch and refillable rouge section. A new number of universal appeal.

130 Willis Avenue, New York City

Hexagon Eyebrow Pencil

A neat, attractive and improved eyebrow pencil. A step in the right direction. Hexagon in shape, small in size, attractive in appearance.

Hair Preparation Combination

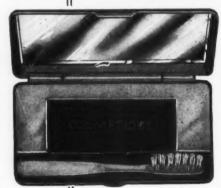
A decidedly better cosmetique package of rich fancy metal. Complete with cosmetique eyebrush and with or without eyebrow pencil. A package that the market has been waiting for and has now been perfected.

Trece Lip Rouge

Quality in lip rouge packages is essential matters it, if cost is saved, when quality is lost?

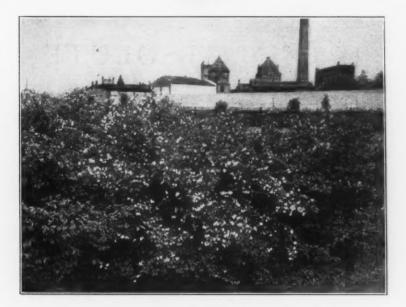
Trece lip rouge stands beyond compare as a quality product, with repeat sales value. The round stick illustrated does sell. Try it for proof.

Trece
Compacts
Insure
Quality
Exclusiveness
and
Uniformity



THE TRECE LABORATORIES 130 Willis Avenue, New York, N.Y.

HEIKO

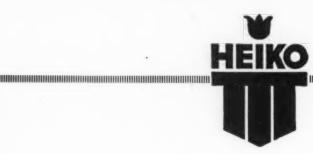


THE above photograph shows you a part of the Jasmine culture of Heine & Co., in back of their factory at Groeba/Riesa.

From the flowers of these fields Heine & Co. extract the Jasmine Oil used as bases in the manufacture of their various HEIKO products, especially the synthetic Jasmines which we enumerate on the following page.

HEINE © CO. NEW YORK

Telephone Beekman 1535 52-54 CLIFF STREET



JASMIN ABSOLUTE

In the manufacture of many products the price of the absolute jasmin is rather prohibitive, and for these we recommend our synthetic jasmin bases, namely:

HEIKO

No. 151

JASMINE COLORLESS JASMINE COLORLESS NEW

JASMINDOL "S" JASMINETTE WHITE

HEINE & CO. **NEW YORK**

TELEPHONE BEEKMAN 1535 **52-54 CLIFF STREET**



We enumerate in the following

HEIKO

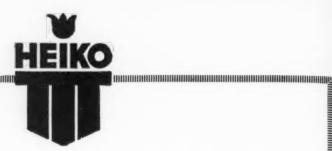
FIXATEURS

AMBERGRIS,
SYNTHETIC, (Liquid)
AMBRIN
AMBRA, 226
AMBRA, 44
BENZOIN GUM
CASTOREUM
CIVET
DEVELOPER, E. M.
FIXATEUR, H. & Co.
FIXATEUR C.
FIXATEUR MUSKONE
FIXATEUR TONKINON

GALBANUM GUM
KIOU NOUK
LABDANUM, light
LABDANUM, vert
MYRRH GUM
OAK MOSS, R.
OLIBANUM GUM
OPOPONAX GUM
PEROU, BALSAM
STORAX GUM
TOLU BALSAM
TONKA
ZIBETHIN

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Telephone Beekman 1535 52-54 CLIFF STREET



HEIKO-LILAC "A"

The leading Base for Lilac Compositions

We draw your attention to our Synthetic Lily Bases:

HEIKO

Lily of the Valley D

Lily Maiglöckchen Lily of the Valley S

Lily of the Valley

Lily B Lily No. 393

HEINE & CO. NEW YORK

Telephone Beekman 1535 52-54 CLIFF STREET

Service Department
American Perfume

Bond Manufacturing Corporation

WILMINGTON

:-:

DELAWAR

THERE are few people indeed who are not attracted by a well decorated collapsible tube.

Could anything be more logical than the selection of color and design to carry your advertising message?

Lithographed tubes with their prominent display of design and color, enhanced by finely wrought design and workmanship, secure that favorable attention which stirs that buying impulse,—not alone at the time of original purchase, but as long as the tube lasts.





Sociéte Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

JASMIN INVAR JASMIN D JASMIN NOUVEAU JASMIN SAUVAGE

A complete collection of artificial Jasmins and each one offering to the perfumer a slightly different character of the Jasmin flower.

Due to the extremely high prices of natural Jasmin flower products these synthetic creations should prove of special interest.

Fleur d'Oranger Invar

Remarkable for its refreshing odor and delicacy. Will not discolor and is wholly soluble in alcohol.

Samples and Quotations on Request

JUSTIN DUPONT, INC.

461 Fourth Avenue

New York

Announcement

WE have found it impossible to satisfactorily serve the trade with Chiris goods, due to the failure of Etablissements Antoine Chiris to complete the terms of the agency contract existing between us. The relations between Etablissements Antoine Chiris and ourselves have therefore been suspended.

WE shall, as heretofore, serve the trade with the highest quality of raw materials for perfumes, soaps, and flavoring extracts.



MORANA

INCORPORATED

GENERAL OFFICES:

118 East 27th Street, New York

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230 W. Superior St.

28, Rue St. Lazare

42 Wellington St., East

WORKS: Elizabeth, N. J.

SWINDELL BROS. fully value the complete confidence implied in the patronage of the leaders in the perfume industry. They habitually write their appeal for public patronage in Swindell glassware.

Write us about any style of bottle

SWINDELL BROS.

BALTIMORE, MD.

NEW YORK OFFICE, 200 FIFTH AVENU

PILAR FRERES

Grasse (A-M) France

Established in 1822

Offer at Attractive Prices

Natural Flower Products

Absolutes and Superessences BAUMODORS "PILAR"

BAUMODOR BENZOIN BAUMODOR LABDANUM BAUMODOR MYRRH BAUMODOR OLIBANUM (Clarified)

BAUMODOR OPOPONAX BAUMODOR STYRAX (Clarified) **BAUMODOR TOLU**

HE name Baumodor has been adopted by us to designate these absolutes from the various resinous products, which we guarantee to be absolutely free from all insoluble and inodorous parts.

Our process of manufacture is quite different from the other process of simply concentrating from an alcoholic infusion.

It is impossible by the infusion process to completely extract all of the inert, or insoluble, matter from some of the resinous products, which, of course, impairs the lasting quality of the perfume in which they are used.

This trouble you will find to be entirely eliminated by the use of our Baumodors "Pilar."

SAMPLE AND PRICE FURNISHED BY OUR

Exclusive American Agents:

O. A. BROWN COMPANY, INC.

246 Pearl Street, New York

Have You Tried Our -

PERFUMERS' LIQUID COLORS-MAO LIQUID COLORS

FOR PERFUMES-Toilet Waters, Hair Tonics, Shampoos, etc., 1/4 oz. to gallon. Miscible in alcohol and water, both acid and alkaline. Stainless and fast. PRICE-Two ounce bottles, \$.40; Pints, \$1.50; Gallons, \$10.00.

MAO AMBER COLOR

MAO BLUE COLOR

MAO BROWN COLOR

MAO FLESH COLOR For powders, etc.

MAO GREEN COLOR For toilet amn

MAO GREEN COLOR Grass

MAO GREEN Moss Green

MAO GREEN COLOR

MAO HELIOTROPE COLOR

MAO LILAC COLOR

MAO ORANGE COLOR

MAO PINK COLOR

MAO PURPLE COLOR

MAO RED COLOR

MAO ROSE COLOR

MAO RUBY COLOR For mouth wa.h, dentifrices, etc.

MAO VIOLET COLOR MAO VIOLET COLOR

Reddish, for violet toilet water

MAO YELLOW COLOR

Canary

MAO YELLOW COLOR

MAO YELLOW COLOR

MAO YELLOW COLOR Opalescent, for liquid shampoo

SEAL-CAP SILVER

Forms a Silver Film Over the Stopper and Neck of Bottle by Dipping. 4 oz. Trial Size, 75 cents

the flower comes into its own again

The popularity of the heavy, Oriental type of perfume is on the wane. Fresh odors of the single flower or floral bouquet type are coming into vogue again.

It was not difficult to foresee this development. We have in fact prepared for it for some years past by a special study of the fresh flower.

The perfume bases then created in constant consultation with Nature herself, reproduce the very odor of the living flower faithfully to a degree not hitherto known.

We are thus unusually well placed for the supply of just that basic material which is now most sought after.

Please consult us

CHEMICAL WORKS FLORA

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The fundamental consideration of our organization is to have in mind in every way the best interests of our customers. You may consult us about your needs for new, distinctive glassware without any feeling of obligation.

Our bottles are made only from covered pots, thus insuring highest quality and brilliancy.

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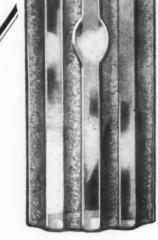
Main Office and Factory

Millville, N. J.

Established 1903

New York

Philadelphia Boston Chicago



6 dram. No. 816 Stopper No. 1022



1 oz. No. 819 Stopper No. 1032

GIVAUDAN-DELAWANNA

opoponax L.G.

Opoponax, one of the important bases of modern perfumery, is found in many well-known and successful perfumes. It is a valuable background for Oriental bouquets. Used with other products, such as the Raldeines, Dianthus, Rose and Jasmin, OPOPONAX L. G. gives to a perfume a sweet and lasting Oriental character.



BURTON T. BUSH, Inc.

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GIVAUDAN-DELAWANNA

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Chemically, Raldeines are the methyl derivatives of Irisone; they are pure bodies existing in four chemical modifications or isomers which explains the various qualities that can be obtained in manufacturing.

RALDEINE A, is the sweetest and is the quality most generally used.

RALDEINE M, has a Russian leather effect very useful in certain types of perfumes.

RALDEINE H, is a popular type suitable for general use.

RALDEINE D, our latest achievement in the production of Raldeines, has a characteristic orris-like undertone, indispensable for obtaining a special note in certain popular types of perfume. In a general way it is useful to fix and give roundness to all perfumes and used in this manner, proportions of 5% to 10% will give satisfactory results. In Oriental bouquets, however, as high as 20% to 30% can be used to advantage.

We manufacture also RALDEINE TECH and RALDEINE SAPO, both of which can be used in soaps to obtain effects similar to those from the purified Raldeines, at a considerable saving in cost.

We strongly urge a wider acquaintance with the use of Raldeines and will be pleased to furnish working samples with any information we can give to aid in arriving at a true appreciation of the perfume value of these products.



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in tubes
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product

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Factory at Grasse, France

ANNOUNCEMENT

We take pleasure in announcing to all Chiris customers and the trade in the United States and Canada that we have terminated, as of March 9th, 1925, the sales agency for our products, existing since on or about August 1st, 1924, and that our American subsidiary, Antoine Chiris Company, has resumed the Sole and Exclusive Sales Agency for our products, as conducted by it prior to August 1st, 1924.

All Chiris customers may count on our subsidiary exerting all its endeavors, in close cooperation with us, in order to give them the best and most reliable service.

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Paris, France



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Meteline (France) Boufarik (Algeria) Haiphong (Tonkin)
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Le Vignal (France) Bambao (Comores Is.) Cayenne (Fr. Guiana)
L'Abbadie (France) St. Denis (Bourbon Is.) Sousse (Tunisia), etc.

THE NATURAL PERFUMES (Concretes or Absolutes)

Rose Cassie Violet Flowers
Jasmin Tuberose Violet Leaves
Orange Narcissus Reseda, etc.

THE RESINODORANTES

Benzoin Siam Labdanum French Olibanum
Castoreum Labdanum Spanish Opoponax
Civet Oak Moss Orris, etc.

THE ESSENTIAL OILS

Ambrette Seeds Geranium Algerian Orange
Aniseed Geranium Bourbon Orris Concrete
Bergamot Lavender Flowers Sauge Sclaree
Bois de Rose Lemon Vetyver Bourbon
Cinnamon Ceylon Neroly Ylang Ylang Bourbon, etc.

THE AROMATIC EXOTICS

Benzoin Siam Labdanum Tonkin Musc Civet Styrax Vanilla Beans, etc.

THE SYNTHETIC FLORAL OILS

Ambre Heliotrope Blossom Oeillet Rouge Lilacine Carnation Orchidee Cyclamen Lilac S Rose d'Orient Lily Valley Savoie Jacinth A Rose Rouge Sweet Pea Jasmin A. C. Miel (Honey) Jasmin Blanc Neroly A. C. Violet, etc. 28

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Famous base for Honeysuckle Perfumes; renders also good service in Jasmin Compounds giving them the desirable finishing touch.

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This specialty dates back to 1903, when it was introduced as the first colorless synthetic Jasmin, at the highest attainable degree of perfection. It has since met with unrivalled and steadily growing success throughout the Perfumery world and has never ceased to be universally looked upon as the Standard type of Jasmin Oil. It will not turn red with age nor alter the color of compositions with which it is incorporated.

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(Convallaria Majalis)

 $T_{ ext{the Valley perfume.}}^{ ext{HE base supreme for a true Lily of}}$

Lily Supreme imparts the delicately elu sive, refreshing and sweet odor of the natural May Blossoms in its exact character.

Lily Supreme works equally well in fine Creams and Facepowder blends, as well as in the finest Perfumes.

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Used in moderation it will impart the fresh, leafy effect of the Lily plant.

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A colorless 100% pure product and an excellent base for Lily of the Valley perfumes. It has remarkable fixing qualities and traces added will strengthen and sweeten floral odors.

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A highly fractionated pure Geraniol of a faint, rose-like character for use in the making of Lily perfumes.

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In combination with Geraniol Rose this alcohol is used in Lily compounds.

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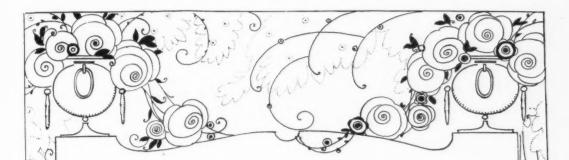
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For Adding Character and Individuality

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ORANGE BLOSSOM

ROSE SUPREME

VIOLET SUPREME

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We offer under our own seal and label only imported products, of unquestionable quality and purity selected from the initial sources of supply:

ALCOHOL CINNAMIC 100% ALCOHOL PHENYLETHYL

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HELIOTROPINE 100%

HYDROXYCITRONELLAL

VIOLET, EXTRA 100%

RHODINOL

We are headquarters on above products, our prices will interest you; our quality will be appreciated.

Let us submit samples for your approval

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OPOPONAX, Absolute

A product of exceptional interest on account of its character, strength and tenacity, being an extraction from pure opoponax duronium gum. For those who desire a high class product.



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Manufactured by

CHAS. LACOUR

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As a floral fixer FLOSAL acts, just like any other fixative, to strengthen and bind the composition or extract in which it is used, while at the same time, improving and intensifying its floral characteristics.

Thanks however, to its vegetal note FLOSAL enables the perfumer to communicate to his perfume Nature's own inimitable touch which secret so far, has been possessed only by costly floral oils.

This share in one of the most valued privileges of Natural oils raises FLOSAL almost to their level, and the fact that a synthetic has been able to rob nature of one of its essentials, points further to the steady and sure progress which modern synthetic industry is making in the field of competition against cost.

Much still remains to be done, no doubt, before the natural product can be altogether dispensed with, but the above result is an earnest of improvements still to come and a step more towards the goal.

For our part we are glad to acknowledge here, the gratifying welcome which this, our little contribution, has received at the hands of our many friends. Apart from the fact of an ever growing appreciation, we know that the find was a precious one, for FLOSAL has already begun to concentrate upon itself the gaze of imitators. This is the sincerest acknowledgement of its worth and a revelation to those who have failed to grasp its full significance.



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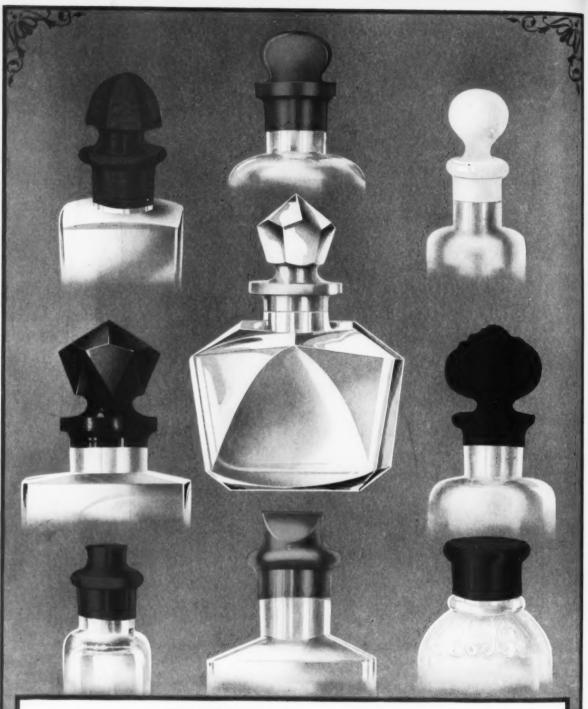




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We offer a new product for sealing and decorating cork or glass stoppered perfume, toilet preparation, pharmaceutical and other bottles, that will reduce cost—reduce labor—and increase output. Furnished in liquid form in 16 colors. The following colors are shown: Gold, Pink, White, Black, Transparent, Blue, Red, Orange and Green.

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T. C. WHEATON CO. EXPERT BOTTLE BLOWERS MILLVILLE, N. J., U.S.A.

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GERANIOL HIGHEST PURITY

There are as many qualities of Geraniol as prices. Pure Geraniol should be free from Citronellal, terpenes and unpleasant camphor-like odors. Geraniol, when pure, acts as a carrier for fine perfumery flower products and blender for synthetic aromatic bodies. Geraniol as manufactured by us will prove our contention, pure Geraniol has merit.

The Pound, \$6.00

HELIOTROPEN HELIOTROPE CONCRETE

A true-to-nature interpretation of the Heliotrope odor. Indispensable as a binder, adding howery sweetness wherever introduced. In concrete form Heliotropen is far easier to handle than ordinary crystals. It is non-irritating and can be used to great advantage in the compounding of all odors. Next to Jasmin and Rose, a sweetener of paramount value.

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An odor creation that is essentially fragrant and refined. Blends very readily in bouquet types. Oil Amarette is particularly adapted for toilet powder requirements and imparts a finishing touch whether used alone or compounded with other materials in the perfumery laboratory. If you wish your products to equal the best American or foreign odors use Amarette.

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Not the cheapest but the best. Has the true sweet, waxy odor of the White Jasmin flower. Most Jasmin on the market reminds one of the odor of Benzyl Acetate. Our Jasmin is free from this odor. It is flowery, it is sweet, it is lasting and true to its name.

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Founded 1904

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The powder is so smooth, so soft and so fluffy that it dusts off the compact with the lightest touch of the puff—and yet it is

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And the texture is so fine and so uniform and the coloring so delicate and so natural that women find it a pleasure to use them.



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Folds up like a book. Thin and Neat. Made in Black, Blue, Green, Red, Polished, and in Special Colors if requested.

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ALDEHYDES C8-C12 100%

METHYL VIOLET C.P.

HYDROXYCITRONELLAL 100%

ALCOHOL CINNAMIC C. P.

ALCOHOL PHENYLETHYL C.P.

(Unrivalled in fragrance)

SPECIALTIES:

ROSE: Will replace the Otto

JASMIN: Very flowery

LILAS: Blossom type

NARCISSE: Very popular

FLORANOL: Intense sweetness

HELIOTROPE: Rivals the natural

QUARANTAIN: Carnation base

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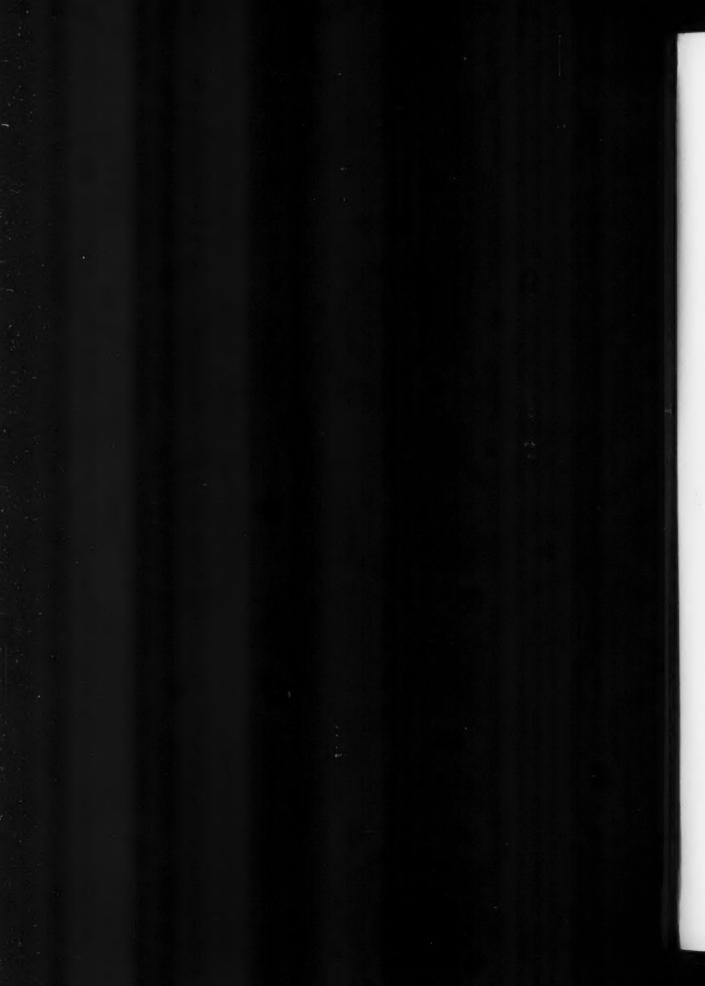
Absolute Jasmine Pomade

THIS article, which had been abandoned, now is used regularly.

Our Absolute Pomade, the manufacture of which has been just to the point during two years, reproduces faithfully the freshness of the Jasmine Flower and emits no disagreeable odor of grease.

Our product is guaranteed absolutely pure without addition of any bouquet at all, and on account of the high price of the Absolute Pure Perfume, its use is of particular interest this year.





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Messina Oil Lemon — Bergamot — Orange

Raw Materials of Incomparable Purity and Quality.

Prices and Samples on request

Sole Distributors in the United States, Canada and Mexico for

ORGANICO

(Formerly Nadal, Desparmet & Cie)
Nanterre, France

FRANCESCO MARANGOLO & FIGLI

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HORTUS-NEROLIUM COOPERATIVES

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ESSENTIAL OIL CO., Inc.

CHICAGO REPRESENTATIVE—John C. Franzen, 3320 No. Clark Street.

PHILADELPHIA REPRESENTATIVE—Clayton F. Shoemaker, Jr., 310 Landrillo Rd., Cynwyd, Pa.

PACIFIC COAST REPRESENTATIVES—The Raymond Company, 149 California St., San Francisco, Cal.

XXIII BELGIAN TRADING COMPANY III XX



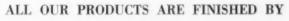






Vanities of Distinction

Newest Creations—Latest Finishes



BAKELITE PROCESS !

TRADE MARK REG. U. S. PAT. OFF.

. It's Durable, Hard, Odorless and Non-Tarnishing.

IF IN THE MARKET FOR SIFTERS COMMUNICATE WITH US

MAJESTIC METAL SPECIALTIES, INC.

342 WEST 14TH STREET NEW YORK CITY

TUBES

Tin Lead Tin Coated Plain and Decorated



"One hundred forty-four perfect tubes in every gross" is the secret of our success

Atlantic Manufacturing Co. 46-56 Nassau Street .: Newark, N. J.

Western Representative: I. D. Faden, 186 N. La Salle St., Chicago, Ill. Phone Dearborn 2736





A.L. van AMIERINGEN

NARSOL

CYSTOL
OPOPONAL
VELO ROSE
CHYPRE C
JASMIN WHITE C

NEROLI WHITE C ESSENCE OF CARNATION PHENYL ETHYL ALCOHOL RHODINOL ISO EUGENOL

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ALPHA VIOLET YLANG YLANG BOURBON
JASMIN ABSOLUTE OLEO RESIN OPOPONAX
HIGHER ALYPHATIC ALCOHOLS AND ALDEHYDES
MOUSSE DE CHENE ABSOLUTE
ESSENCE OF LABDANUM AND STYRAX

JASMIN S182

VOLA SWEET PEA VOLA CARNATION VOLA HYACINTH VOLA HELIOTROPE VOLA NARCISSUS VOLA TUBEROSE VOLA JONQUILLE

Alva CIVET-OIL

Send for samples. Make your own tests with our samples, and see in what respects the van Ameringen ingredients have improved the product. We'll abide by the result.

A.L. vam AMIERINGEN

Essential Oils, Synthetic Chemicals, Bouquet Bases, Natural & Synthetic Flower Oils 30 IRVING PLACE, NEW YORK CITY

A.L.van AMIERINGEN

"Plumbers and Decorators being willing-"

said we in a recent ad in. The American Perfumer, announcing our removal.

BUT they were not willing, and our removal was greatly delayed. The new location, 30 Irving Place, is only about 100 feet from the old stand, but the move caused as much upheaval as a transcontinental trek.

The usual prompt, van Ameringen service suffered somewhat, but our customers were lenient. We thank them for their courteous attitude. They seem to realize that removal troubles are closely related to "growing pains."

We have grown. Now that the new home is in shape, and we have a chance to look around, we realize how much bigger and better it is. We see big daylight laboratories, we see rows and rows of storage bins, adequate testing rooms, generous packing and shipping facilities and a comfortable, well-arranged office. Now we can handle more business, more conveniently. Our additional new employees have responded quickly to the spirit of the organization, and everything is running smoothly.

Growth is not a *substitute* for principles, but an *incentive* to observe them. Our guiding motive is now, as always, to help increase the sale of our customers' products, by ensuring the quality and uniformity of our own.

Remember the new telephone numbers: CALedonia 9723 and 9724

A.L.van AMERINGEN

Essential Oils, Synthetic Chemicals,
Bouquet Bases, Natural & Synthetic Flower Oils
30 IRVING PLACE, NEW YORK CITY
180 N. MARKET ST. CHICAGO







No. 1028
Constricted
neck,
non-refillable
and non-leakable,
colored striped,
with stoppers
as illustrated,
(21,-3,-6,-6,)



Style No. 1028 with constricted neck (PATENTED) is NON-REFILLABLE.

These vials will NOT LEAK. Contents are to be SHAKEN OUT "ADROPATA TIME."

A device for filling these vials consisting of a SPECIAL NEEDLE with rubber hose is furnished with every order.



No. 1050 Black Glass Crystal Glass Stopper

Besides the con-

tainers illustrated which are all of

standard sizes we

are constantly

adding new numbers. Ask for samples and

prices.

We can also furnish other styles and sizes with this constricted (patented) neck.

No. 700



We manufacture

and carry in stock

a complete line of pocket and purse

vials. Also novelty

containers in the shape of flowers,

animals, dolls and other figures.

White glass, ground stopper and rod. (2½-3 c.c.) Hand Made

No. 600



Heavy pure white glass. Cut glass polished bottom and stopper, hand ground. Capacity 12 to one ounce.

No. 800



Colored striped, ground stopper, rod and metal screw cap, stand bottom. 14 oz. and 12 oz.

SCIENTIFIC SPECIALTIES CO., INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE, NEW YORK ==

MAGNUS, MABEE & REYNARD

IMPORTERS AND NEW YORK.

M&R MACNUS

MANUFACTURERS U.S.A.

STRENGTH

Unexcelled facilities for the proper fulfillment of perfumers' and soap makers' orders.

MM&R FLORAL OILS

Red Rose

Rose 81412 Sweet Pea

Sobralia

Carnation

Magnolia No. 33

Lilac Royal

Bouquet No. 108

Lilas Blanc

Violet F

MM&R AROMATIC CHEMICALS

Benzyl Acetate

Coumarin

Citronellal

Methyl Anthranylate

Bromstyrol

Musk Ambrette

Musk Keton

Musk Xvlol

Linalyl Acetate

Phenyl Ethyl Alcohol

FLAVORING MATERIALS OLEORESINS
PERFUME COMPOUNDS AND SPECIALTIES

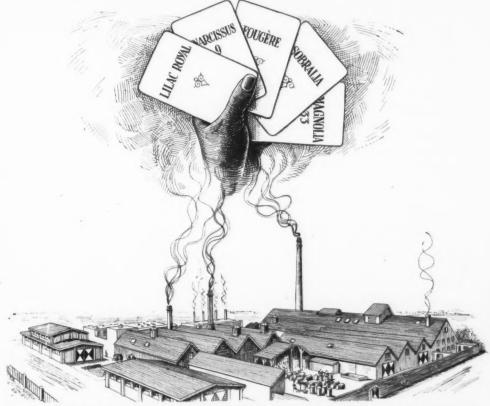
NEW YORK . 257 Pearl Street BOSTON

10 High Street

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ESSENTIAL DILS-DRUGS-CHEMICALS

TRUMPS FOR THE PERFUMER



CHEMICAL WORKS ROERMOND

H.RAAB & CO

ROERMOND

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257 PEARL STREET, NEW YORK, N.Y.

COMPAGNIE PARENTO, Inc.

PARENCO

IMPORTERS OF

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ESSENTIAL OILS AND SYNTHETICS

PARIS OFFICE
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EXECUTIVE OFFICES AND WORKS

WESTERN OFFICE 410 S. MICHIGAN AVE. CHICAGO

CROTON-ON-THE-HUDSON
NEW YORK

You~

Manufacturing Perfumers!

Are You Equipped to Meet Your Spring Trade?

SPRING, the most glorious season of all the year is with us, in all its splendor. One can not help admire and become totally absorbed in the wonderful works of Nature—to watch Her awaken the trees, shrubs, and flowers from their long Winter's sleep—then to see them greet us in the form of fair little buds.

HY not impart their pleasing fragrance to your Toilet Articles?—make them breathe the very essence of life through our chemist's very careful reproduction of several Spring Flowers combined.

(Check the formulae desired.)

"SPRINGTIME BOUQUET" is a carefully compounded well-balanced odor that you can compound right in your own laboratory for less than \$13.00 per pound! It is just the refreshing character that should predominate in your Spring goods—to give them that light, airy type.

E can show you just the exact proportions of each Raw Material to use to produce this finished Oil, that is, if you do your own compounding—or can supply the Oil already compounded—either way you wish.

Perfume

As the "Use Test" is the "Only Test" (more convincing and personally satisfying in every way) why not give it a trial, at our expense? Fill in the coupon before you turn this page!

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Compagnie Parento, Inc.,		
"Service Dep't."		"
Gentlemen:	Send us a sample of your	
	* SPRINGTIME	BOUQUET *
with suggestions for its use		and the formulae for
ın		the Oil itself

Webb Standards—in Quality and Service—that have stood the test of ninety years

HEN "Webb's Emporium of Light" was established in 1835, the tremendous importance which alcohol has in industry today was as undreamed of as many of these industries themselves.

At that time industrial alcohol had but a limited use—as an illuminant and as a solvent or preservative in medical work.

But though the value of alcohol was not realized generally nine decades ago, the quality of its product was as much a matter of concern to the House of Webb in 1835 as it is today.

From the outset the name of Webb was associated with a high quality product, and with genuine service to customers.

A striking tribute to the success and unwavering carrying out of this policy is the fact that many of the concerns which patronized "Webb's Emporium of Light" nearly a century ago are found on the list of firms still served by the present Webb organization.

No company makes better alcohol today than that sold under the name of Webb—and none assures its customers service more prompt, more reliable, or more courteous.

An example of the completeness of this service is the assistance given purchasers of Webb Alcohol in meeting the government alcohol regulations to the last detail.

This service, rendered without charge, is not only a great convenience, but also an important safeguard to concerns requiring alcohol for industrial or scientific use.

JAMES A. WEBB & SON, Inc.

Executive Offices: 110 East 42nd Street

New York City



The Main Research Laboratory and Chemical Library

Many important industries derive benefit from experiments conducted in these laboratories

THE modern research laboratories of the U.S. Industrial Chemical Co. are playing an important part in the chemical development of national industry.

For in addition to the chemists who test and supervise production, the U. S. Industrial Chemical Co. maintains a staff of experts—and well-equipped laboratories—to carry out important independent research and experimental work.

In these laboratories have been made discoveries of permanent benefit to many great industries.

The facilities provided are unusually complete and well adapted to this important work. A chemical library—second to none privately maintained—places at the disposal of this chemical staff the most complete, authentic, and up-to-date information available.

One section of the experimental laboratory is given over to equipment for conducting preliminary research with small quantities of materials. Tests which show promise are then conducted in larger quantities in another section of this building. Here is installed complete equipment for producing chemicals in 60—100 lb. lots.

And still another set of installations permits making further tests in full manufacturing quantities, and under manufacturing conditions.

Much of the equipment has been specially designed and constructed for this work. A building of interest is the Experimental Distillery—in which have been set up full size stills for the study of economical alcohol production.

In these experimental laboratories are studied not only the most efficient and economical methods of producing chemicals, but also their widest possible application. A special effort is made to utilize every by-product to its fullest extent, and new progress is being made constantly in the science of eliminating industrial waste.

Many modern industries have derived lasting benefit from the research conducted by the staff of the U. S. Industrial Chemical Co. and through their efforts the use of alcohol and its by-products has achieved a new and greater importance in the industrial development of the nation.



Experimental Distillery with full size distilling equipment



View of one of the Laboratories where production is supervised

U. S. INDUSTRIAL CHEMICAL CO.

EXECUTIVE OFFICES: 110 EAST 42nd STREET, NEW YORK CITY

Branches in all principal cities

Modern equipment that insures utmost economy and efficiency in alcohol production

THE modern and extensive plants of the U. S. Industrial Alcohol Co. represent the highest development in alcohol producing equipment.

Every building, every bit of apparatus, every piece of machinery has been designed or selected with one fundamental purpose in view—to produce highest quality alcohol with utmost efficiency and economy.

Most of this equipment has been designed by the company's own technical staff, and built in the company's own workshops. Back of its construction are decades of experience.

Not only is the greatest care given to the planning and con-



Apparatus in which partly refined alcohol is tested

struction of these plants, but also to their maintenance and operation.

A staff of experts is constantly engaged in the close study of the most efficient and economical arrangement and use of this equipment. An entire building—the Experimental Distillery—is given over to just such research work. Here is studied not only the production of alcohol but also the most complete conserva-



One of the modern buildings of the Baltimore Plant

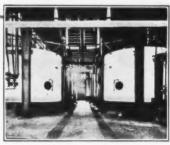
tion of by-products which can be utilized in other industries.

The methods and equipment proved most effective in this experimental building are then adopted in the company's various plants engaged in actual production for commercial distribution.

And in the latter every step in this manufacture from the crude



Exterior of main distilling building



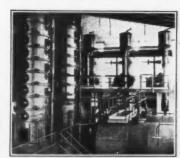
Interior view—showing rows of alcohol stills

molasses to the finished product is under the supervision of men long trained in their work.

Alcohol production is fortunately one of the industries that requires a comparatively small number of men to operate its equipment. But though the number of men needed is small, each of these men must be an expert in his particular duties.

The U. S. Industrial Alcohol Co.'s staff is thoroughly trained, thoroughly competent. Most of the employees have held their positions for years.

This company controls its supply of molasses. It owns the tank cars and ships needed to trans-



Installation which purifies an alcohol by-product

port this raw material. Its staff is unusually permanent, and highly skilled. And by designing and building much of its own equipment, this organization can produce alcohol with utmost efficiency and economy.

As a result, the U.S. Industrial Alcohol Co. is not only in a position to give prompt and uninterrupted service, but also to assure its customers the highest quality product at advantageous—and unusually stable—prices.

U. S. INDUSTRIAL ALCOHOL CO.

EXECUTIVE OFFICES: -110 EAST 42ND STREET, NEW YORK

Sales branches in all principal cities



No. 72



No. 270



A STATE OF THE PARTY OF THE PAR



No. 231



No. 233



No. 188

Make Your Bath Salts Bottle Distinctive



No. 237

with one of our especially designed continuous thread or friction top caps.

These are furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. The designs include the popular panel top and are mechanically perfect.

We also specialize in distinctive caps for talcum and tooth powder cans as well as jars.

We would be glad to submit samples and data showing how one of our distinctive metal caps will improve the appearance of your package.



No. 232



No. 185

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

Frank S. Hyatt President & Treasurer Lorenzo H. Pike Sec'y & Ass't Trees.



No. 23



No. 184



No. 236





No. 186



No. 96

The Shield of Good Taste

ARTISTIC effect is always best achieved by moderation and simplicity. In glassware, simple but gracefully designed bottles in attractive packages can always be depended upon to make a strong appeal.

The No. 814 bottle with black cut glass stopper No. 966, offered in one, two and four ounce sizes, meets the demand for a plain rich design so much in vogue at this time.



MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE 41 East 42nd Street CHICAGO OFFICE 1944 Conway Bldg.





Airplane View of our Plant



E have found a way to put Carr-Lowrey quality into moderately priced glassware. This means that you can offer a quality package at a popular price.

CARR-LOWREY GLASS CO.

MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE 41 East 42nd Street CHICAGO OFFICE 1944 Conway Bldg.





For a real fine perfume

try

NARCISSUS V. D.

\$72 per pound — \$4.60 per ounce

Samples submitted on request

L.A. VAN DYK Manufacturing Chemist

20 East 12th Street New York 6 No. Michigan Avenue Chicago

TUNE IN

STATION F.C.M.C F.A.S.

ANNOUNCING

We are here to tell you about our Certified Lipsticks. They are manufactured from colors that have been approved by the U. S. Department of Agriculture. There is no more harm in using a lipstick of our manufacture than in putting a piece of candy in your mouth.

In addition to **Lipsticks** we also manufacture an extensive line of

Eyebrow Pencils, Lip Pomade and Water Cosmetique.

No. 5000. Lipstick Hinged Cap Swivel Tube Container



French Cosmetic

85 Crescent New Rochelle,

We Want to Give a Brief Talk On our New Process Compacts

These Compacts are manufactured from a face powder base fabricated with guaranteed pure colors, free from all poisonous and harmful ingredients. We also manufacture Face Powders and Talcums by the same Process.

Samples of our New Process Compacts cheerfully submitted on request, also Talcums and Face Powders.

All of our items are supplied either in bulk, or under your own private label.



No. 8000. Compact Watch Case Hinge. Thin Model. Single Variety.

Mfg. Co.
Avenue



TUNE IN

STATION F.C.M.C F.A.S.

ANNOUNCING

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All of our items are supplied either in bulk, or under your own private label.



No. 8000. Compact Watch Case Hinge. Thin Model. Single Variety.

Mfg. Co.
Avenue



NAARDEN CHEMICAL WORKS

NAARDEN, HOLLAND

Synthetic Aromatic Chemicals

Essential Oil Derivatives

ISO EUGENOL

Aubepine

(Made from Anethol)

Geraniol

(Extra Fine)

Benzyl Acetate Benzyl Benzoate **Bromstyrol** Rhodinol

Heliotropine Citral Linalool Bois de Rose **Jasmindol**

Sole Representative in the United States

R. DREYER

15 Platt Street, New York, N. Y.

Western Representatives:

C. A. SENGER 33 W. Illinois St., Chicago, Ill.









THE FIRST HOUSE TO ESTABLISH A SPECIAL FACTORY IN THE FLOWER FIELDS

BERTRAND FRERES

Established 1858

Main Factory Grasse

GRASSE

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ST. LOUIS, MO. 305 Arsenal Street

KANSAS CITY, MO. 2932 Fairmount

BOSTON, MASS. 173 Milk Street

Sole Representative in the United States and Canada

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15 Platt St. New York, N.Y.

Western Representative

C. A. SENGER

33 W. Illinois Street Chicago, Ill.

Specialties:

FLORAL ESSENCES

Liquid and Solid

Absolutes and Pomade Concentrations

OILS; Lavender, Rosemary, Spike Lavender, Thyme (White and Red), Neroli Petals, Petitgrain, Vetivert Java, Geranium sur Roses, Oak Moss, etc.

BERTRAND FRERES

Established 1858

MAIN FACTORY GRASSE GRASSE

BRANCH FACTORY ST. JOSEPH

Sole Representative in the United States and Canada

P. R. DREYER

15 PLATT ST. NEW YORK, N. Y.

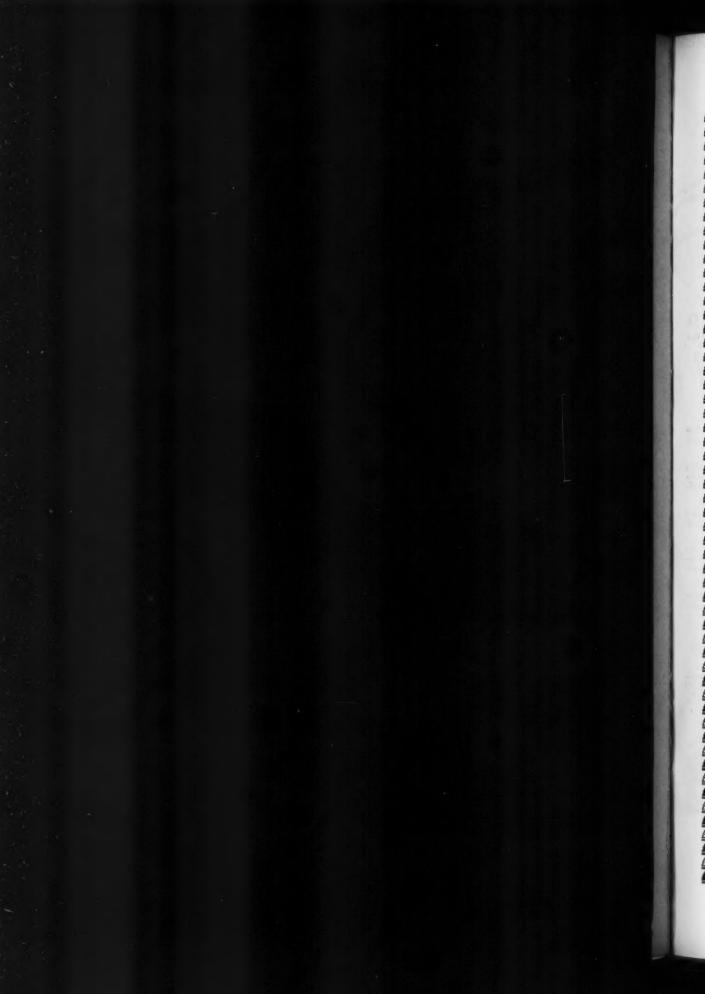
Western Representative

C. A. SENGER

33 W. Illinois Street

Chicago, Ill.





18.00

10.00

22,00

16.00

26.00

8.00

Blended Concentrated Flower Oils and Colors ALSO FREE BOOKLET OF TOILET REQUISITE FORMULAE French Creations of the Highest Type FOR PERFUMERY Chypre T. W. Carnation FOR TOILET WATERS Arbutus Bouquet C. B. 28.50 28.50 Crab Apple Crab Apple Cut Roses Frangipanni French Bouquet No. 61 French Bouquet No. 80 Eau de Cologne Florida Water Jasmin E. Lavender Water 21.50

Heliotrope

Gardenia Jockey Club Lily of the Valley

Lilas Natural

Orange Blossom

Sweet Peas

Musk

Narcissus

Trefle .

48.50

14.50

65.50

24.50

18.50

18.50

24.50

14.50

40.00

28.50

41.00

In writing to us please indicate the purpose the oil you are interested in is to be used for

No. of the contract of the con	
FOR FACE POWDERS	FOR TALCUM POWDERS
Arbutus E\$21.50	Arbutus E\$21.50
Bouquet Lys 18.00	Bouquet M 35.00
Carnation 17.50	Carnation 17.50
French Bouquet No. 57 S 16.00	French Bouquet No. 54 21.50
Heliotrope No. 18 16.00	Heliotrope No. 8 14.00
Lilac No. 5 6.50	Lilas Fleur 18.50
Lily A 13.50	Lily of the Valley 20.50
Narcissus P. C. No. 18 20.00	Narcissus P. C. No. 18 20.00
Rose Reg 40.00	Rose Regal 28.00
Trefle 20.00	Violet No. 200 12.50

We carry very many other blended oils in our line that are not listed here

FOR CREAMS	FOR HAIR TONICS
Arbutus\$21.50	Carnation M\$18.00
Bouquet Lys 18.00	Cooling Head Rub 20.00
Carnation C 20.00	Chypre 18.00
French Bouquet No. 51 C 24.00	Eau De Quinine F 7.00
Lily A 13.50	Eau De Quinine No. 5 5.00
Lemon Cream E 6.00	Rose Special 20.00
Rose E. (The Cold Cream Oil) 25.00	Tonic H 15.00
Trefle No. 29 20.00	Tonic F 10.00
Violet No. 20 20.00	Tonic S 20.00
Wistaria 18.00	Tonic W 15.00

We also carry a large assortment of blended oils for Massage Creams, Liquid and Solid Soaps, Brilliantines, Sachet Powders, Cosmetics and Pomades, Etc.



EVERGREEN CHEMICAL

The Oldest Concentrate House

Established 1898

CHURCH ST.

NEW YORK

Lilac F.
Lilac No. 60.
Lilac Vegetal
Lilas De France.
Lilas De France No. 2.
Lilas Of the Valley

Lily of the Valley.....

Lily of the Valley.

Rose France

Rose T. W.

Rose G. P.

Violet De Parma

Violet No. 40.

Violet S.

Wistaria





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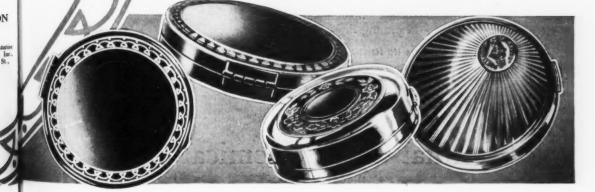
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SUPER QUALITY COMPACT BOXES



Norda Chemical Co.

Groningen (Holland)

IN order to be able to supply our friends with Aromatic Chemicals of highest purity and absolute UNIFORMITY we have established

Norda Chemical Co.

Groningen (Holland)

Among the leading products of this company will be

Acetophenon

Aubepine (from Anethol)

Benzyl Acetate

Benzyl Benzoate

Bromo Styrol

Citronellol

Ethyl Cinnamate

Geraniol

Indol

Linalyl Acetate

Methyl Anthranilate

Methyl Cinnamate

Methy! Heptin Carbonate

Methyl Phenyl Acetate

Methyl Salicylate

Musc-Xylol, Keton, Ambrette

Phenyl Acetaldehyde

Phenyl Ethyl Alcohol

Scatol

Terpinyl Acetate

Higher Alcohols and Aldehydes

In most cases absolutely new manufacturing processes have been used, assuring the American perfumer of an article which will materially assist him to maintain the highest odor standard at a reasonable cost

We will be able to start shipments either from Holland or from our New York stock beginning April 1st, 1925.

Please permit us to furnish you with working samples.

Norda Essential Oil & Chemical Co.

INCORPORATED

43 East 19th Street

New York



The Priceless Value of the Best

IN the field of Toiletries, consumer satisfaction, with its reward of repeat business, can result only from absolute satisfaction with the product supplied. With less than the best this priceless good will may not be attained.

Chic or lovely vanity cases may effect a first sale because of their appeal to the eye; but this same type of case is remembered as one to be avoided when next seen if the rouge or powder compact within is inferior.

Your name on vanity cases containing Apli Process compacts makes it but a simple matter for the discriminating user to know which brand will assure her of the best.

The soft, satiny texture of these superlative compacts; their perfect adherence, with uniform color distribution, have brought unstinted praise from the country o'er.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics
151-153 West Nineteenth Street - New York

Western Representative: W. M. FRANCKE, 112 West Ohio St., Chicago, Ill.

Apli Process Compacts

of Rouge and Powder

SET A NEW STANDARD OF QUALITY

Chicago, Illinois

We are very glad to be able to tell you that after comparing your compact with those submitted by other manufacturers, we find yours quite superior in quality to any we have so far examined

Buffalo, New York

We are going to place an order with you for compacts as we like your merchandise very, very much and we do not think there is anything else on the market as good.

Detroit, Michigan

We are most favorably impressed with the possibilities of goods of the quality which you offer. What have you to offer in this same smooth grade of goods? Our

files

contain

expert testimony

such

as this

concerning

the

Superior Quality

of our

Compacts

Toronto, Canada

The refills arrived yesterday. They are as fully satisfactory as the original shipment. Certainly, the product that you are manufacturing is very fine.

Waterloo, lowa

Yours, indeed, is a very wondeful powder. We were most happy to receive your compacts. There is, we think, no question but what these are the best available.

Chicago, Illinois

Accept our congratulations to you upon the wonderful quality of the rouge and powder compacts which you have sent to us. These are the finest we have seen up to this time.

In October, Apli Process production was sold up to February first. Installation of additional plant equipment now permits us to again solicit the patronage of Perfumers with definite deliveries allocated in accordance with the date of acceptance of orders.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics
151-153 West Nineteenth Street - New Yorl





PERFUMERS at present are giving considerable attention to the package possibilities of Flint Bottles in combination with Black or Colored Stoppers.

If you are interested in this vogue, permit us to quote prices on your perfume package made up in this way.

Illinois Glass Company

ALTON

ILLINOIS

ROSE D'OR

Regardless of crop conditions or shortages the registered trademark ROSE D'OR serves as an absolute guarantee to the purchaser that he will receive the same high quality with which Botu Pappazoglou & Company have set the standard for many years.

Distilled under close supervision from roses grown on plantations which they own or control,

OTTO OF ROSE D'OR

uniformly and constantly maintains a quality which cannot be equalled by Otto collected in the usual way from small peasant proprietors.

Ungerer & Co. - - - New York Botu Pappazoglou & Co. - Kazanlik, Bulgaria

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OIL ALMONDS SWEET TRUE

"STAFFALLENS"



The importance of a super-pure Sweet Oil of Almonds is paramount to considerations of price. To substitute an inferior oil is certain to prove fatal to the finished product. The small saving surely doesn't justify the imperfect and variable results which it entails.

Do not be misled. A superlatively good article necessarily costs more to produce. High quality represents an investment which is gladly paid for by the discriminating buyer. But it is worthy of note that the price on the "Staff Allen" product is little higher than those asked for markedly inferior oils.

Substitutes are the real extravagance. "Allen's" pure Sweet Oil of Almonds is the true and enlightened economy.

UNGERER & COMPANY :: :: NEW YORK STAFFORD ALLEN & SONS, Ltd. :: LONDON

Commonwealth Chemical Corporation

The rich fragrance of our Coumarin is due to its absolute freedom from chemical by-odors. Its proper use will not impair even the most delicate of perfumes and flavoring extracts.

Discriminating buyers' need only send for a sample of our product to be convinced.

The MATHIESON ALKALI WORKS Inc. -

NEW YORK CITY

Deal Direct with

the Manufacturer

Bicarbonate of Soda Sesquicarbonate of Soda Liquid Chlorine-Caustic Soda Bleaching Powder-Soda Ash

COMPAGNIE DUVAL

F. W HEINE, C. A. HEINE, PROPRIETORS

32 CLIFF STREET

NEW YORK

Sole Agents for the U.S. and Canada

FRANZ FRITZSCHE & CO., . . . Hamburg, Germany

Manufacturers of Aromatic Chemicals and Essential Oils of German origin.

SCHMOLLER & BOMPARD, . . . Grasse, France

Established 1879

Specialists in the manufacture of Absolute Flower Oils, Resinoids and other Grasse products.

MARIO DE PASQUALE, Messina, Italy

Established 1862

Manufacturers of Messina Essential Oils in natural and terpeneless forms.

D. M. BAKARDJIEF, Karlovo, Bulgaria

Finest Otto of Rose
(As it comes out of the still)

We Offer As Our Newest Products the following:

Aurantiol Imported

The latest product discovered for producing the refreshing, lasting effect in modern perfumes.

Oleol Narcissus extra, \$64.00 lb.

Most exquisite and finest Narcissus

Oil Narcissus H, \$16.00 lb.

To carry out the Narcissus type in your creams and powders.
Will not discolor

Oil Lily of the Valley New, \$56.00 lb.

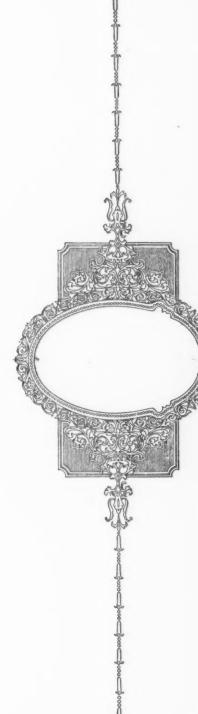
The truest product on the market

Oil Lilac Vegetal D, \$16.00 lb.

Recommended for use in toilet waters.

Samples of the above furnished upon request

Our chemists are at your service for any information that you may desire at any time free of charge.



Stanley Tabels

The Outside Evidence of Inside Quality

THE STANLEY MIG. GO.
DAYTON, OHIO

Stanley Metal Labels

increase sales because

—they are attention compelling!

"They always look bright and attractive"

There is no obligation when you write or phone for samples and facts

- S. WOODSON HUNDLEY - New York City Representative 202 W. 92nd Street, Phone Riverside 9830, NEW YORK CITY, N. Y.
- CHAS. A. RINDELL, INC. - Middle Western Representative Suite 505 Garrick Bldg., 64 W. Randolph Street, CHICAGO, ILLINOIS
- R. F. STIDHAM - - California Representative
 P. O. Box 141, OAKLAND, CALIFORNIA
- RICHARD HOFFMAN - Southern California Representative
 418 Central Building, LOS ANGELES, CALIFORNIA
- CLEVELAND NOVELTY COMPANY, Cleveland Representative 820 West Superior Avenue, CLEVELAND, OHIO
- R. M. STEVENSON - - Michigan Representative 305 Donovan Building, Telephone Randolph 4763, DETROIT, MICH.

THE STANLEY MFG. CO. DAYTON, O.

Members of American Manufacturers of Toilet Goods Association

See other side for sample of Stanley Labels

HIGHEST HONORS AWARDED AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

DE LAIRE

The Pioneer Line of

Synthetics for Perfumes and Soaps

JASMIN 27 JASMIN FLEUR JASMIN BY

ROSE d'ORIENT ROSE BLANCHE ROSE POURPRE

> ORGEOL IRISÉINE

Apply for price list and samples to DODGE & OLCOTT CO.

New York
Sole American Distributers

FABRIQUES DE LAIRE

ISSY (near Paris) and CALAIS FRANCE



DOING THE UNUSUAL

ANY ONE can give you some kind of Rouge and Face powder Compacts,

ANY ONE can give you some kind of metal boxes,

ANY ONE can give you some kind of Hand Painting:

BUT WE SUPPLY

ROUGE AND FACE POWDER COM-PACTS IN BULK of the finest quality only

COMPLETELY ASSEMBLED BOXES of every variety and description

AND, WHEN IT COMES TO DECORATION, AN ASSORTMENT OF ORIGINAL HAND PAINTED DESIGNS,

that, for sheer beauty and originality defy competition,





UNUSUALLY WELL!

And Yet

QUANTITY PRODUCTION ENABLES US TO SERVE YOU ON A PRICE BASIS THAT IS TRULY SURPRISING.

A POSTAL TODAY FOR SAMPLES AND SPECIAL PRICES WILL PROVE THAT WE ARE

"Doing the Unusual Unusually Well"

B. Kronish & Bro.



35 EAST 10th STREET, NEW YORK CITY



ARTHUR GLTON COMPANY

ARTHUR COLTON.

PRESIDENT & TREAS
ALBERT COLTON,

VICE PRESIDENT
F. X. ROELLINBER.

STERETARY

Empty Gelatin Capsules

CABLE ADDRESS
"COLTON DETROIT"

DETROIT, MICH.

January 2nd, 1924

Perfumer Publishing Co., 14 Cliff St., New York City. N Y.

Gentlemen:

FXR:ME

In reply to your letter of the 3rd, ulto, will say that we have no hesitancy in stating that we have found the Perfumer one of the best means of advertising our Collapsible Tube Filling Closing and Clipping Machines, aswell as Clips. In fact we know of no other Journal that has the pulling power and the elaborate illustrations as are found in the American Perfumer, and you are to be congratulated on the success of this up to date live wire monthly publications.

We also take this opportunity of wishing you a Happy and Prosperous New Year, and also thank you for the many courtesies extended us in the past.

With kindest regards, we are,

Yours very truly,

ARTHUR COLTON COMPANY

Secv.

(See ad of Arthur Colton Co. on page 112)

Metal Goods of Quality



The only really satisfactory refill device. No loose parts-always in place.

Double Vanity Cases 2" and $2\frac{1}{2}$ " Single Vanity Cases $1\frac{1}{2}$ ", 2" and $2\frac{1}{2}$ "

New "Convex" Design
Single and Double 2" and 2½"
Write for full information.
Beautiful engraved designs to order.





Perfume Bottle Caps—Special Designs and Finishes







Lipstick Containers All Sizes



The Bridgeport Metal Goods Mfg. Co.

Established 1909

Bridgeport, Conn.



F a closure leaks, or is hard to remove, or makes a poor re-seal, it is bound to irritate the consumer. The next time she buys she may even try another brand, just on that account.

Why take a chance when Armstrong's Embossed Top Corks will solve your closure problem for all time? They make a positive, leak-proof seal. A twist-and they are out. Another twist -and the bottle is tightly re-sealed. No closure is surer-none simpler.

There is another advantage, too. Embossed with your name, trade-mark or design and colored to harmonize with the label or contents, Armstrong's Embossed Top Corks do much to dress up your package and add to its advertising value.

How much do they cost? Just tell us your requirements—the kind and sizes of your bottles, the number you use per year—and a quotation will soon be on its way.

ARMSTRONG CORK COMPANY

139 Twenty-third Street

Pittsburgh, Pa.

Armstrong's Embossed Corks

Handy as a door-knob

The Revolving Type

LIP STICK CONTAINER

WITH THE HINGED CAP

ADAINTY Contrivance, small, beautifully made, exceedingly clever.

The lip stick cannot soil hands or bag. Swing back the hinged cap, turn the bottom slightly and the lip stick rises from the container. Reverse the turn and it slips back.

Engraved and decorated in color to your special requirements. Interested?



OTHER SCOVILL PRODUCTS



Cream Jar Containers Shaving Stick Boxes

Perfume Bottle Tops Talcum Can Tops Cream Jar Covers

Brass Mill Products-Manufactured Goods to Order

Main Office, Mills and Factories:

WATERBURY, CONN. 280 Broadway New York

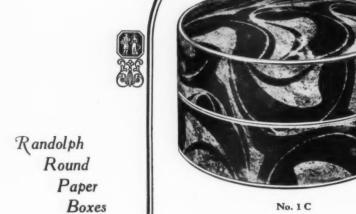
1229 W. Washington Blvd. Chicago



Member Copper and Brass Research Association

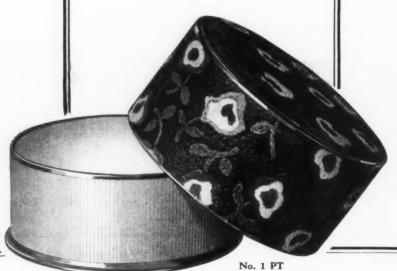
80 Federal St., Boston Franklin Trust Co. Bldg., Philadelphia 1213 W. 3rd St., Cleveland 651 Folsom St.,

San Francisco 2261 E. 15th St., Los Angeles



Especially
Appeal to
Feminine

Taste



THE RANDOLPH PAPER BOX CO., INC.

Makers of Fine Paper Boxes Since 1877 1307-1313 Ross Street RICHMOND, VA.

COSIN

Quality and Service

Manufacturers who deal with the Cosin Co. invariably find their relations with us so advantageous that permanent relations are the natural and logical result. Not only that, but they highly recommend our services to others because of the unrivalled quality of our rouge and powder compacts together with the individual and prompt service.

By keeping in constant touch with each customer's work and learning the many little details peculiar to his business we are able to give him unusually complete service.



We are well equipped to manufacture highest quality loose face powder in all shades and to supply it to the trade in any quantity desired

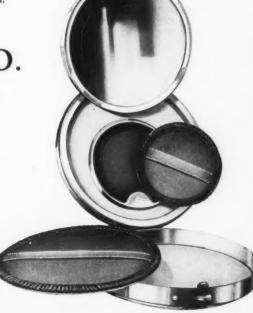


We solicit inquiries from the manufacturing trade for complete packages under your own private brand, for compacts in bulk, lipsticks, eyebrow pencils, etc.

THE COSIN CO.

133-141 West 21st Street NEW YORK









As a Man is Known

JUST as a man is known by his financial connections so is a manufacturer known by his customers.

We can submit a long list of satisfied customers who have used Cosin compact and talcum powder puffs for years and who know what beautiful, well made puffs can do to increase sales.

Our feeling about our customers is not simply that we are manufacturing puffs for them—we are helping them to sell their product.



THE COSIN CO.

133-141 West 21st Street NEW YORK



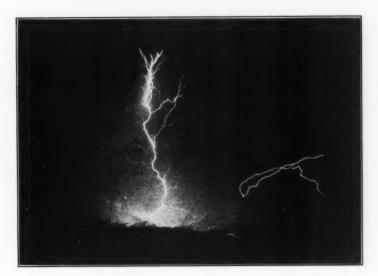
WESTERN REPRESENTATIVE ALWAYS
CHAS. A. RINDELL. INC... SUPREME IN QUALITY
CHICAGO. ILL.

KOLMAR LABORATORIES

647-49-51 JACKSON ST. MILWAUKEE, WIS.

MANUFACTURERS OF ROUGE AND FACE POWDER COMPACTS

Quick as a Flash



All important rulings under the Prohibition laws are instantly flashed to my clients in all parts of the country from the Atlantic to the Pacific, and from Canada to Mexico.

In addition all inquiries for information under the Prohibition laws are fully answered the day they are received.

Write for full information as to how my service can be of benefit to you.

You incur no obligation by making inquiry.



Specialist in Prohibition Permit Bonds

ST. LOUIS, MO.

TELEPHONE LONGACRE 7657

"ye Olbeste Essence Distillers"

CABLE ADDRESS TANGERINE, NEW YORK

LABORATORY AND WORKS: LINDEN, N. J.

W.J.Bush & Co.

WESTERN BRANCH 1016 S. WABASH AVE. CHICAGO

Manufacturing Chemists works also at GRASSE, FRANCE MESSINA, SICILY 370 Seventh Avenue New York Nov. 18, 1924.

The American Perfumer & Essential Oil Review. 14 Cliff St., New York, N. Y.

Gentlemen: -

We are very pleased to reply to your inquiry regarding our experience with The American Perfumer & Essential Oil Review.

It is the opinion of the writer that advertising in trade papers as a general rule is not valuable. In the case of your journal our experience, we are pleased to say, has been quite the reverse as our advertisements have frequently resulted in bringing us new friends and opening up new business.

We attribute this to the very fine way the paper is edited and the high standard of advertising which is maintained in it.

RRW/AB

Yours very truly,

Sales Mer .

W. J. BUP Replace Inchie

The Dawn of a New Era in Containers



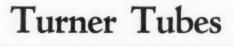
Ideal for Powders, Pills, Tablets, Cosmetics and Novelties

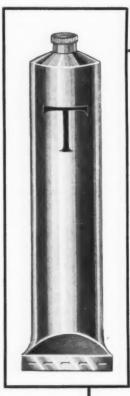
SAMPLES on REQUEST

PERFEX PRODUCTS CORP.

Manufacturers of Non-Metallic Tubes and Containers

NEW YORK OFFICE: 41 Park Row Factory: NEWARK, N. J.





In over a quarter of a century given over to helping perfumers market toilet preparations in collapsible tubes we have never departed from the ideal dictated by sound business that every other consideration must be second to the complete satisfaction of our customers.

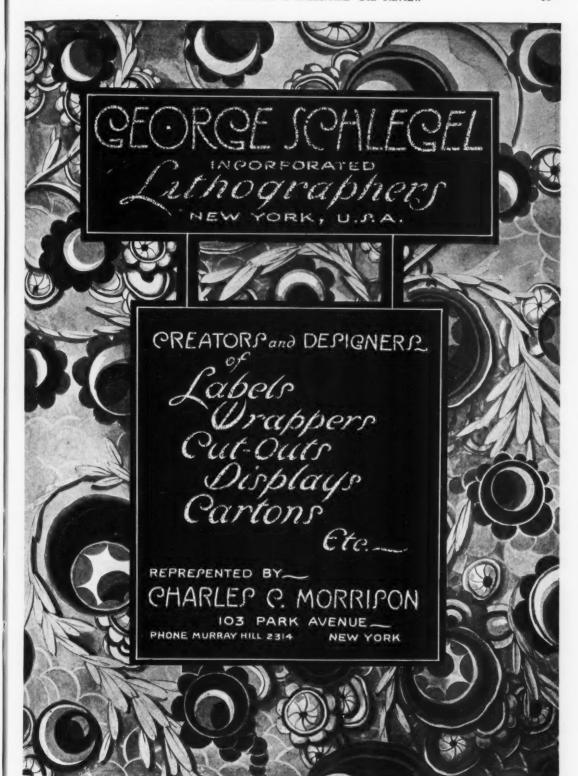


We are specialists in the manufacture of plain and decorated collapsible tubes of all sizes for every purpose. Let us figure with you on your requirements.

TURNER WHITE METAL CO., INC.

' Manufacturers of Collapsible Tubes Since 1898

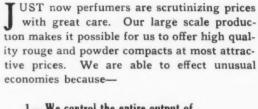
NEW BRUNSWICK, N. J.



Why Our Prices are So Attractive



No. 520 21/2 Inch-High Polish



- 1 We control the entire output of several large metal container plants.
- 2-We manufacture all our compacts.
- 3-We do all our finishing and buffing.
- 4-We manufacture our own vanity puffs.
- 5 We do all our own plating and coloring.
- 6 We do our own art work.



No. 520 21/2 Inch-High Polish

These factors place us in a position to quote you prices which are astonishing.

Every department is managed by men who have spent many years specializing in this field of manufacture.

> We will supply compacts, boxes, puffs, or the complete package under your own name and brand.

Write for Samples and Prices

THE REICH-ASH CORP.

Largest Manutacturers of Cosmetics and Novelties

59-61 Reade Street New York

The package carrying your talcum to milady should be as dainty and welcome to her as the first breath of Spring.

Better than Paris

AFTER receiving a recent shipment of Tindeco Talcum Tins, an enthusiastic customer expressed his complete satisfaction by the remark, "Paris could not do as well."

If you are not entirely happy about the design and construction of your container—get in touch with our nearest office.

We should be able to offer some really helpful suggestions.

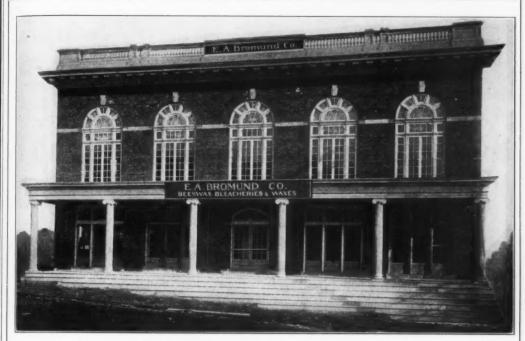
3

THE TIN DECORATING COMPANY OF BALTIMORE

NEW YORK OFFICE 469 Fifth Avenue Telephone: Vanderbilt 6517 MAIN OFFICE AND PLANT
BALTIMORE

Telephone: Wolfe 1400

CHICAGO OFFICE 36 South State Street Telephone: Central 2057



Beeswax Refinery and Bleachery of E. A. Bromund Co., Elmsford, N. Y.
Front View

PERFECTION

DESCRIBES our Snowflake Brand of Pure White Beeswax U. S. P., a result obtained only by many years of experience and the most assiduous attention to every detail in the process of refining and bleaching Beeswax.

There is a reason, therefore, why the Drug and Chemical profession have so

generally endorsed our products and favored us with their extensive patronage and especially the larger users and manufacturers of toilet cold cream preparations, whose requirements are the most discriminating and exacting as emphasized in the liberal and regular demand for our

SNOWFLAKE BRAND of PURE WHITE BEESWAX, U. S. P.

Stocks carried at all Branch offices

E. A. BROMUND CO.

258 Broadway

New York City

Representatives

Frank B. Tracy, 8 So. Dearborn St., Chicago, Ill.; C. L. Iorns, 826 Clark Avenue, St. Louis, Mo.;
The Raymond Company, 149 California St., San Francisco, Cal.

BLEACHERY: Elmsford, N. Y.

Highest Quality Toilet Preparations

In Bulk or in Complete Packages Under Your Own Name and Brand.

We manufacture toilet preparations of all kinds for the manufacturing trade. Our Specialties include:

Cold Creams, Vanishing Creams, Tooth Pastes, Shampoos, Hair Tonics, Talcum and Baby Powders, Toilet Waters, Perfumes, Face Powders, Lotions, etc.

Stearate of Zinc

Write for Samples and Interesting Prices.

GLENCO PRODUCTS, Inc.

3905 Second Avenue

Brooklyn, N. Y.

Telephone: Sunset 4704

It Opens Like a Watch

MILADY need only press the button and the cover of this double vanity case springs open like a hunting case watch.

When it is closed the push button catch locks it securely so that it cannot open accidentally.

To this feature are added perfect workmanship, and a brilliant and durable finish.

Write for samples and prices.



Vanities from Virgin Metal

All manufacturing from virgin metals to highly finished compact and rouge boxes is done in our own mills and factories and we are prepared to supply a full line of vanity cases in all sizes, all shapes, all finishes and all metals.

PROMPT DELIVERIES.



Bridgeport, Conn.

Chicago
J. Edward Wehmer
8059 Vincennes Ave.

Detroit Joseph S. Evans 840 West Euclid



We are Manufacturers



CASTILE SOAP



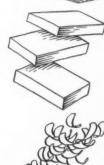


Branded and Unbranded



CAKES

Branded or Wrapped



CHIP

For Olive Oil Toilet Soap, and Baby Soap



POWDER

For Tooth Pastes and Powders



Liquid Cocoanut Shampoo

U. S. P. IX Green Soap

Shampoo Base Liquid Castile Shampoo

KRANICH & SPECIFICATION SOAP CO. 54-60 Richards Street, BROOKLYN N. Y.

We are Manufacturers

Capitalize the Popularity of LE MARCELINO Highest Quality Cosmetics

THE widespread popularity and rapidly increasing sales of Le Marcelino cosmetics in the last year have demonstrated conclusively their unquestioned superiority. Far sighted manufacturers on the alert to induce women to purchase and use more aids to beauty may offer our products under their own private brands at most attractive prices.

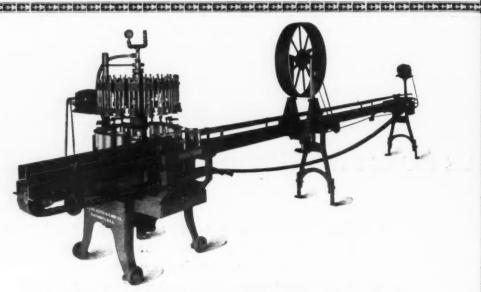
THE new numbers in our line include: Beautifully designed, oval Rouge and Powder Vanities in dainty single, double or triple model boxes in highly polished, oxidized and nickel finishes, both plain and artistically hand painted.

Our finely equipped art studio with our staff of expert artists enables us to offer to the trade the very newest of hand painted designs. Samples and prices to recognized responsible perfumers.



Le Marcelino Company

189 Sixth Avenue, New York, N. Y.



THE NEW IMPROVED

Karl Kiefer Automatic Rotary Vacuum Filling Machine

. Another step forward for Kiefer Vacuum Filling Machines, and for bottlers who use these machines.

Here is an achievement of which we feel justly proud — an automatic vacuum filling equipment, so simplified and improved that it becomes remarkably easy to use, clean and take care of; and is more dependable and positive in its work.

Note this:-

There are no glass jars to bother with.

There is no overflow chamber or pump.

No air tank is required.

All delicate parts are eliminated.

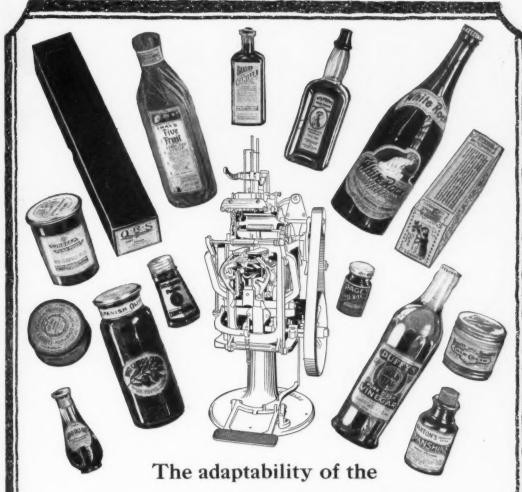
Operating parts are reduced to a minimum.

The machine is simplified to an irreducible point.

All kinds of liquids are filled at a speed of 40 to 120 bottles a minute. Filling absolutely clean and accurate. Foamy products easily handled. Heavy viscous products requiring high vacuum present no difficulties.

Investigate this machine that will do your work perfectly, at lower cost and with less trouble.

THE KARL KIEFER MACHINE CO. CINCINNATI, OHIO



Improved World Labeler

to meet most any labeling problem is proven by the character of the containers it labels.

The Improved World Labeler is a most practical machine for the plants which want to increase production, lower operating costs and have their labeling neat and uniform.

Body labels or body and neck labels are affixed in one operation. Average capacity of 45 bottles per minute. Belt or motor driven.

Full information can be secured by writing

Economic Machinery Co., - 2 Grafton St., - Worcester, Mass.

WORLD LABELER

To the Beautiful

VICTOR METAL PRODUCTS CORP'N, 188 Diamond Street, BROOKLYN, N. Y.

PARIS COSMETICS, Inc.

TO MAKE something more than just compacts requires organization, equipment, experienced workmen and the utmost attention to the details of a delicate and complicated process. Such a combination produces compacts which not only satisfy but which add prestige to the line of the perfumer offering them. We are better prepared than ever before to manufacture exclusively for the perfumery trade.

Highest Quality Rouge and Powder Compacts, Lipsticks, Eyebrow Pencils, etc.

We have enlarged our manufacturing facilities and have installed the latest and most modern machinery and equipment in order to insure quality attention of Louis Kronish.

Write for Samples and Prices and Be Convinced.

PARIS COSMETICS, Inc.

128 East 16th Street

New York, N. Y.



Cellophane is a new and unusual wrapping material of absolute transparency; strong, durable and impervious

to grease or dirt.

925

Y.

The Guardian of Delicate Beauty

A brilliant, absolutely transparent wrapping of Cellophane is the final touch of beauty...so colorful, so delicate and yet so strong, it directs attention to whatever it enfolds.

Truly, Cellophane works miracles. A vial of perfume becomes a glistening jewel; a jar of unguent becomes a castle shining in the sun. No wonder this distinctive wrap is used by quality perfumers.

Send us a sample of your product, so that we may demonstrate Cellophane's sales appeal

DU PONT CELLOPHANE CO., Inc.

Sales Offices: 40 West 40th Street, New York City

Plant and Executive Offices: Buffalo, N. Y.

Canadian Agents: WM. B. STEWART & SONS 64 Wellington Street, W., Toronto, Canada







CELLOPHANE is a new and unusual wrapping material of absolute transparency; strong, durable, and impervious to grease or dirt. It is supplied in several widths for economical cutting, and can be had in a variety of attractive colors and embossed patterns. It can also be printed.



LIPSTICKS EYEBROW PENCILS ROUGE PASTES COSMETIQUE

-Our Specialties-

Quality and Service Maintained at all Times

MERVEILLE PUFF & COSMETIC CO., INC.
339 EAST 93rd STREET, NEW YORK CITY

"We Strive for Perfection"

FLORASYNTH LABORATORIES, INC.



MANUFACTURING CHEMISTS

EXECUTIVE OFFICES AND WORKS UNIONPORT, NEW YORK



RHODINOL PURE

DIMETHYL BENZYL CARBINOL

Indispensable in Lily and Lilac

ISO BUTYL INDOL

Will not discolor

Samples and working formulae for utilization cheerfully furnished upon request

SOAP AND GLYCERINE MACHINERY

Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

Engineering Services:

Our many years' experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

Houchin-Aiken Co.Inc.

ENGINEERS & MACHINISTS HAWTHORNE, N. J.

Chemical Equipment

For the Pharmaceutical and Toilet Preparation Industries

Steam Jacketed Power Mixing Kettles

(Single Motion Stirrer)
Plain Iron—Porcelain Lined

Plate 114 illustrates a Stuart & Peterson Steam Jacketed Power Mixing Kettle lined with Acid-Resisting Porcelain Enamel. and Shaft are Cast Iron covered with a coat of Acid-Resisting Enamel.

We have hundreds of patterns for Stirrers and can furnish one to meet your requirements.

Sizes: 5 Gallons to 300 Gallons

Vacuum and Pressure Stills

(Flat Cover Type)

Plain Iron-Porcelain Lined

Plate 18 illustrates a 35 gallon Vacuum Kettle.

(At Left)

Plate 18

Signation 13 Signature 13 Signature 14 Signa

This type is practical where a very small amount of Dome space is required. We can furnish Vacuum Kettle equipped with Condensers for either reflux or straight distillation.

Sizes: 10 to 300 gallons

(Below)

Plate 31

100-Gal. High Model Golden Crown Chemi-cal Storage Tank with Single Motion Power Mixer and Hardwood Stirrer, Porcelain Lined Gate and Pipe. Price \$215.



We can furnish either Belt or Motor Driven Storage and Mixing Tanks in sizes from 50 gallons to 500 gallons capacity.

Stuart & Peterson Storage and Mixing Tanks are made of Cast Iron lined with Acid-Resisting Porcelain Enamel.

THE

Stuart & Peterson

COMPANY

Makers of Cast Iron Enamelled Products Since 1840

Burlington, New Jersey

95-97 Liberty Street

Plate 114

50-gallen Steam Jack-eted Kettle, with Sin-gle Motion Mixer. Cast Iron lined with Stuart and Peterson Acid Resisting Enamel. Mixer blades covered with Acid Resisting Porcelain Enamel.

New York City



100-Gal. Low Model Golden Crown Chemi-cal Storage Tank cquipped with ½ H.P. Side Propeller Motor Drive Attachment. Price complete, \$272.



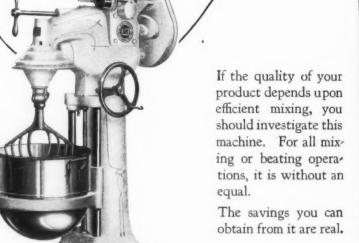
Catalog No. 232 will be gladly sent you upon request. Write for it without delay.



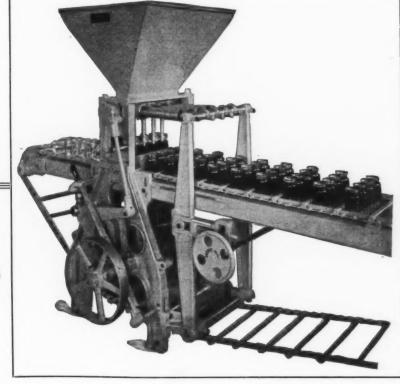
THE READ SPEED

MIXERS

Read Mixers are made to suit all kinds of mixing problems. For mixing facial creams, dental creams, shaving creams, soaps and toilet preparations, you will find the READ the best mechanical help obtainable.



READ MACHINERY CO. YORK, PENNA.



Fills Clean and Accurate

Capacity 60 to 100 Jars per Minute

The "Superior" Type Filling Machine

PATENTED DEC. 27, 1921

FILLS DIRECT OR FROM THE BOTTOM UP

One of our many models designed to fill such products as

Vanishing Creams Pastes Salves and All Semi-Solid Products

Special attachments for scraping off jars level, and special metal used for acid products

THE FILLER MACHINE CO., Inc.

Original Inventors and Manufacturers 1254 East Montgomery Ave.

Philadelphia, Pa.

New York Office 30 Church St. Chicago Office 53 W. Jackson Blvd. San Francisco Office 112 Market Street

Weighs 30 lbs.

Does away with the spatula.

Write for details.



powdered goods.

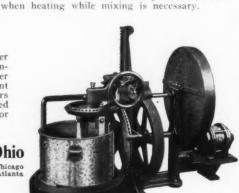
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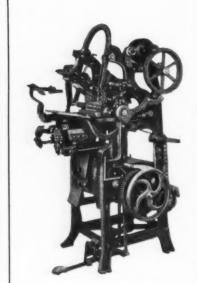


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*DAY Pony Mixer, Motor Driven



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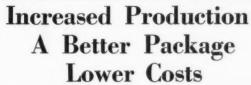
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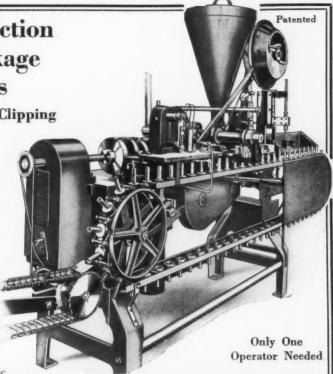
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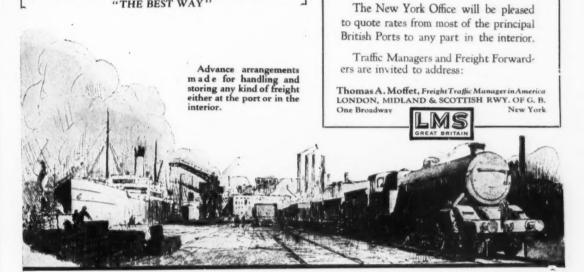
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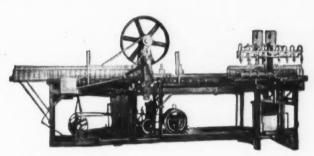
Full particulars on application

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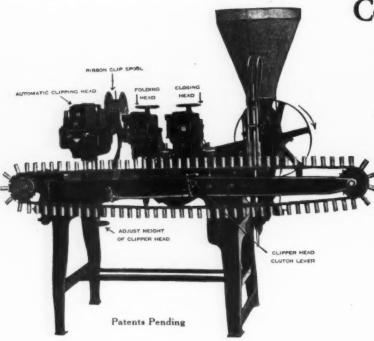
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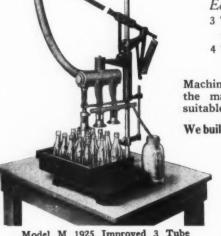
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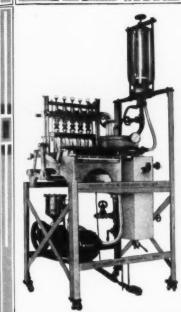
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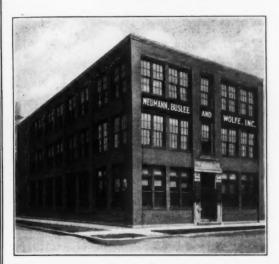
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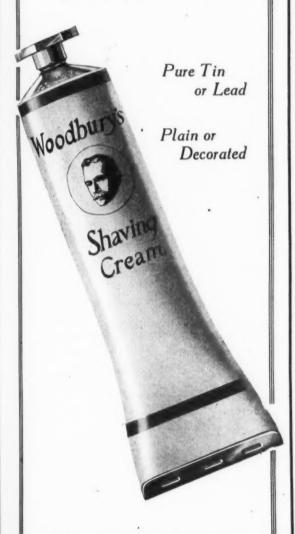
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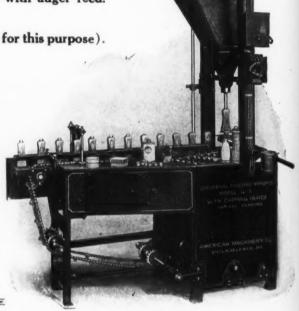
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Our Sierra Snow is milled finer than the regular grades of No. 200 mesh talc on the market. It is as light and fluffy as ordinary flour, so that it can be readily mixed with other powders when necessary. This property gives it a marked advantage over talcs which are heavy and dense in consistency and therefore difficult to mix.

Our Sierra Cloud brand is obtained from the very finest dust made in the grinding process. This dust is caught in special dust collectors, and is the finest and fluffiest product we know. An extra fine product for finer uses which passes through No. 25 silk bolting cloth. It is used in the manufacture of especially fine, high-grade toilet and face powders.

Our large output means prompt delivery on all orders whether filled from the mill or by our distributors.

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Write us for a sample and prove our claim.

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WE are established manufacturers of cleansing and kindred specialties with a well equipped plant. We desire to add to our line one or more package numbers suitable for the grocery, hardware, drug or automobile accessory fields. We would also like to add one or more numbers for the institution supply field.

We will consider for Purchase Outright:

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Please do not submit formula in your letter. If an idea, just give a general description.

Your letter will be Held in Strictest Confidence.

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Dennison is also the designer and manufacturer of quality boxes for Powder and Perfume.

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A PERFUMERY WRAP that is fanciful—as delicate in design as the fragrance it represents—that is what helps sell the product first.

Perfumery manufacturers recognize this. They know that the selling appeal of the package is of prime importance. That is why they use seals and bright labels.

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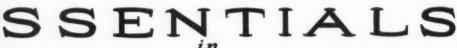
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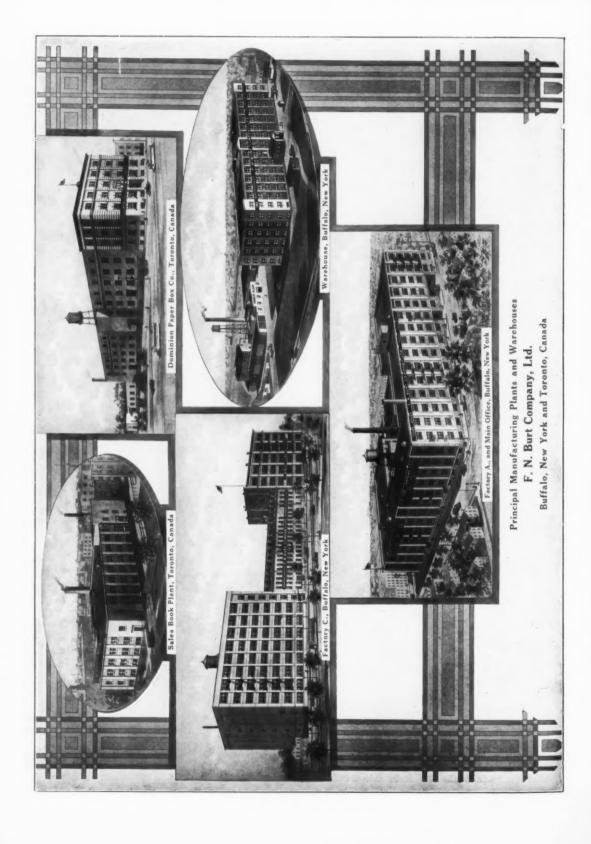
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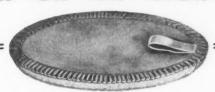
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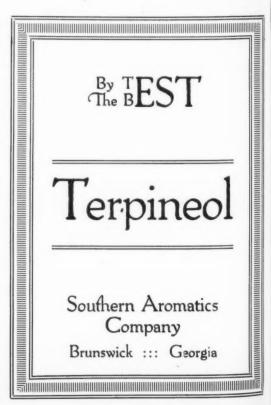
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This absolute Concentrate preserves intact the odorous principle of the Lemon fruit with all its delicacy unimpaired. Specially recommended for imparting freshness to bouquets.

The flowery note of which harmonizes excellently with Phenylethyl Alcohol. A constituent element to a complete perfume in Rose, Violet, Lilac and Lily, giving entirely new shades.

Extremely delicate odor, especially good for Lilac, gives power to the perfume and freshness.

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Splendid fixative, giving freshness and rounding out the perfume at the same time.
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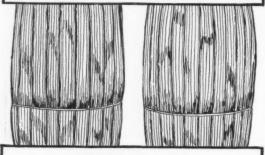
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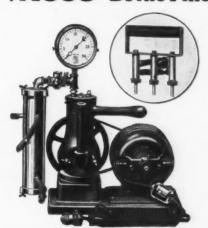
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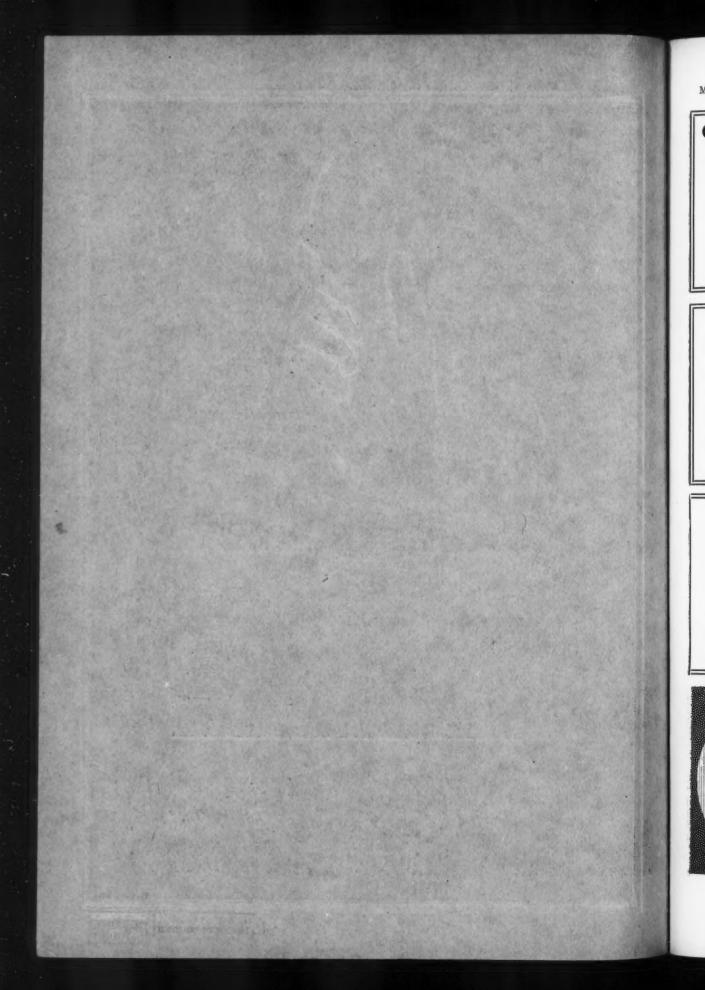
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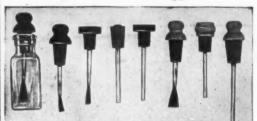
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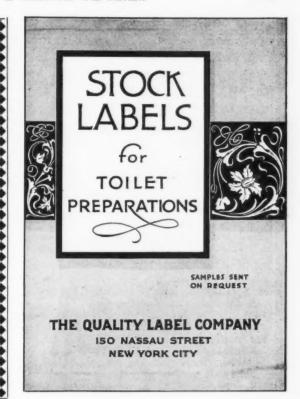
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(Continued on page 150)

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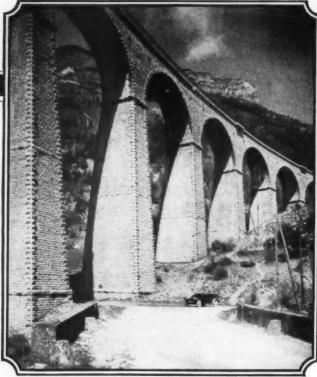
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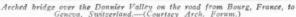
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When a man adopts a distinctive name or mark for his product it means that he is proud of the product, that he considers it worthy of being singled out for special attention and most of all that he has adopted and proposes to maintain at all costs a certain definite standard of quality for that product.

Thus the buyer receives an assurance of protection. He knows definitely what he will receive at all times and a basis of confidence is established.

It is for this reason that Ungerer & Company regard as of vital importance the elimination of all possible instances of unfair similarity between the names used by different houses for their perfume materials and ask the cooperation of all interested parties to this end.

UNGERER & CO.





VANISHING CREAM



CLINTON, CONN., U.S.A.



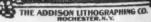
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A.H. WIRZ, Inc. CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE 11.



American Perfumer and Essential Dil Review

PERFUMER PUBLISHING COMPANY

14 GLIFF ST., NEW YORK

APRIL NINETEEN TWENTY-FIVE



American Can Company



Announcement

IN order to protect ourselves and our customers who use FLEUR D'ORANGER, Chuit-Naef, from the numerous products offered to the American perfumers by others under the name FLEUR D'ORANGER and other names so closely resembling it as to make error likely, we have decided to change the name of Chuit-Naef's FLEUR D'ORANGER to the entirely distinctive one

NYMANENA

The other products whose names approximate FLEUR D'ORANGER, do not approach its quality and effectiveness, and since the name is one which can be generally used it is felt that the situation can best be corrected by the adoption of the new appellation.

NYMANENA (Fleur d'Oranger), Chuit-Naef is unchanged. Only the name is altered. The product itself is still the perfect ingredient for the significant accentuation of the orange flower note demanded in the heavy floral types of perfume so popular today.

UNGERER & CO.

KEYSTONES

Trade marks and trade names have come to be the keystones of modern merchandising and their aggregate value is incalculable. Why?

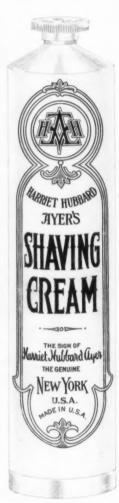
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UNGERER & CO.







A. H. WIRZ, Inc.
CHESTER, PENN.
COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE II.

THE ADDISON LITHOGRAPHING CO.

American Perfumer and Essential Dil Review

14 GLIFF ST., NEW YORK

NINETEEN



PERFUMER PUBLISHING

COMPANY





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CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE 11.

200

Superior !

THE ADDISON LITHOGRAPHING CO.

PER

American Perfumer 1925 and Essential Dil Review

14 GLIFF ST., NEW YORK

NINETEEN TWENTY-FIVE



PERFUMER PUBLISHING COMPANY





American Can Company





Hyperessence Rose

(Hugues)

Owing to unfavorable climatic conditions the Grasse rose crop this season was disappointing and the yield from which much had been hoped turned out to be sub-normal. No immediate shortage is predicted and prices are about the same as last year but it would seem good judgment to cover future requirements early.

The rose situation will be influenced by the short supply of Bulgarian Otto of Rose which will increase the demand for the Grasse volatile solvent rose extractives but, even aside from this, Hyperessence Rose will be in heavy demand.

Hugues Aine's Hyperessence Rose needs no introduction. Preeminent in the industry from both the technical and commercial points of view, Hugues Aine yearly treat the major portion of the Grasse rose crop while the excellence of their technical organization under the direction of Dr. Eugene Charabot, the world's chief authority on floral extraction processes, and the perfection of their equipment insure the uniformly superior quality of their Hyperessence Rose.

Ungerer & Co.
New York

Hugues Aine Grasse

MAIALIS

(Chuit-Naef)

Due to the genius of Dr. Philip Chuit, the House of M. Naef & Company have always been leaders in the field of lily odors. Dr. Chuit's origination of the famous Cyclosia set the pace which others have since followed and though the basic component is now well known and literally hundreds of imitations have appeared none has ever attained the standard set by Cyclosia.

MAIALIS, one of the most recent of its class, represents the apex of Dr. Chuit's work on lily odors. Originated for one of the largest French perfumers, it has only recently become available for general use.

UNGERER & CO.
New York

M. NAEF & CO.
Geneva

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OTTO OF ROSE D'OR

Always a predominant factor in Bulgarian rose affairs, Botu Pappazoglou & Company have this year doubled their distillation capacity, installing the most modern type of apparatus and have increased greatly the acreage of their plantations.

Consequently, a larger amount of Otto of Rose d'Or will be available to perfumers, all of it distilled by Botu Pappazoglou & Company and the bulk of it produced from roses grown on their own plantations.

The importance of these facts will be fully understood best by those who are familiar with the variable qualities of Otto distilled by the peasants and its history after it leaves their hands. Otto of Rose d'Or comes direct to the buyer from Pappazoglou's stills in sealed containers and both its purity and its quality are assured.

UNGERER & CO. . . . New York
BOTU PAPPAZOGLOU & CO. . . Kazanlik

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A. H. WIRZ, Inc.

CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

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THE ADDISON LITHOGRAPHING CO.

American Perfumer

and Essential Dil Review

14 CLIFF ST., NEW YORK

NINETEEN TWENTY-FIVE



PERFUMER

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COMPANY



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UNGERER & CO. · · · · New York

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A. H. WIRZ, Inc.

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COLLAPSIBLE TUBES and SPRINKLER TOPS.

SEE PAGE 11.

THE ADDISON LITHOGRAPHING CO.

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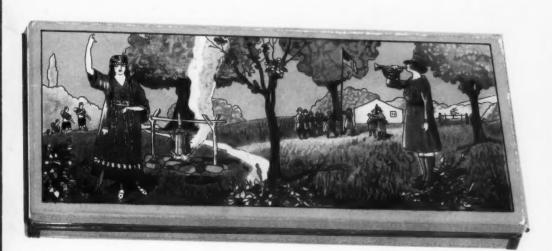
American Perfums and Essential Dil Review

PERFUMER PUBLISHING 14 GLIFF ST., NEW YORK

AUGUST NINETEEN TWENTY-FIVE







American Can Company







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Ungerer & Co.
New York

Hugues Aine Grasse



A Flower Oil of intense fragrance — tenacious and very persistent. Sample cheerfully furnished upon request.

"ye Oldeste Essence Distillers"

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Montreal Office
10 St. Helen Street
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EUROPEAN WORKS:

London, Mitcham, Widnes -- England Grasse, France -- Messina, Sicily

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

FACTORY: BROOKLYN, N. Y.

MONTREAL (Canada): 11 Place Royal SAN FRANCISCO: 56 Main St.

CHICAGO: (Please note our new address) 510 N. Dearborn St.

Announcement

We beg to advise our friends that we have accepted the agency, for the United States and Canada, of

CAMILLI, ALBERT & LALOUE

Grasse, France

Although established in 1830, this firm has not been known in this market, having confined their efforts to the European trade, where their products have been long and favorably known to the most critical buyers.

Camilli, Albert & Laloue, through long experience, and with a plant which has been kept thoroughly modern, are manufacturing POMADES, CONCRETES and ABSO-LUTES, as well as ESSENTIAL OILS and FLORAL WATERS of high grade, and by the latest processes.

Shipments are on the way to us at the present time, also samples which we shall be pleased to submit shortly.

We know that we shall be in position to offer Grasse goods of exceptional merit and we bespeak for our friends, newcomers in the American market, your kind consideration.

GEORGE LUEDERS & CO.

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Some of the Synthetics in which we can offer an advantage, quality and price considered:

BENZYL ACETATE BENZOATE Dr. Schmitz & Co.

HELIOTROPIN, Imported and Domestic LINALOOL

LILY OF THE VALLEY No. 940

METHYL ANTHRANILATE, Imported, a very superior grade.

PHENYL ACET ALDEHYDE, Dr. Schmitz & Co.

RHODINOL, from Bourbon Geranium.

ORISOL pure
ORISOL extra
ORISOL ALPHA
METHYL ORISOL

Artificial Violet Products

We are in direct touch with the primary markets for

Oil Lavender flowers

Oil Bergamot

Oil Geranium, Bourbon & Algerian

Oil Rosewood

Oil Ylang Ylang and others

Products of our Brooklyn factory:

Oil Sandalwood

Oil Cloves

Oil Patchouly

Oil Cardamom

Oil Orris

Oil Pimento

Oil Nutmeg

Oil Cinnamon

GEORGE LUEDERS & CO.



26 efectively efectively efectively already already already already already (8 OTTO OF ROSES PURE Established 1845 Joseph BATZOUROFF & Fils Distilleries at KALOFER KARLOVO KARNARE Head Offices: Sofia, Bulgaria JB&F MARK TRADE

Exclusive Agents for United States and Canada

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

Branches: Chicago - San Francisco - Montreal

General Agent for Europe

V. FRINGHIAN



Synfleur Quality

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



Synfleur Market Report

being printed. A largely increased list of Synfleur materials appears in same. Watch for a copy, which will be mailed to you very shortly.

Synfleur Materials

satisfy every time. They are supreme. Trial orders for ounces quickly grow into accounts that represent thousands of dollars. The foremost manufacturers in all parts of the world who discriminate and appreciate QUALITY, find it pays to use Synfleur materials. We frankly state, we do not cater to the trade which values Perfumery Materials according to their price per pound---we cater exclusively to the intelligent buyer, who knows that it pays to get the best---in the long run he gets the most value for his money.

A fair trial is all that is necessary to gain your confidence. If you desire Perfume or Flavoring Materials of the highest possible QUALITY, products which are made right, always uniform and always supplied at the right price, communicate with us.

Yours for business, Synfleur Scientific Laboratories, Inc.



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. H.



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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America











A few favorite Synfleur products---appreciated and used by many of the foremost manufacturers throughout the world











Synfleur Scientific Caboratories, Inc.

M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. H.



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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



Otto of Rose Rosol-Synfleur

Manufacturers throughout the world have adopted Rosol-Synfleur, because it can always be depended upon to impart a most delightful Rose Flower odor, in all its intensity. It makes the manufacturer absolutely independent of the price fluctuations of the natural Otto.



Rosol-Synfleur duplicates the entire honey-like sweetness of the Otto at a small fraction of the cost. It is free from the insoluble Stearopten, which is odorless and detracts from the strength of the natural Otto.

Rosol-Synfleur has proven its value and is most extensively used for all perfumery purposes, wherever a delightful Rose flower odor is wanted.

Extensively employed by manufacturing confectioners for producing a delicious Rose flavor.

The constantly increasing sales of Rosol-Synfleur, prove that Synfleur quality is thoroughly appreciated. It stands in a class by itself.

Pounds \$39.75

Trial ounces \$2.70



Synfleur Scientific Caboratories. Inc.

m. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. H.



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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America





Rose-E

Much superior to the Otto, imparts the delightful Enfleurage effect. One of our most popular materials.

Trial ounces, \$ 5.60 Pounds, 86.25



Rosol-F

The charming intensely powerful Jack Rose Enfleurage odor. One of the sweetest Rose products available for all perfumery purposes.

Trial ounces, \$ 3.50 Pounds, 52.50



Rose-C

Liquid Rose Concrete, instantly soluble. Fresh Rose Petal effect. Its fragrance is much appreciated by leading perfumers.

> Trial ounces, \$ 4.30 Pounds, 65.00



Ambergris

The ideal fixative for all the fleeting floral odors. Popular throughout the world. It gives supreme results.

Trial ounces, \$ 4.15 Pounds, 62.50





Synfleur Scientific Caboratories, Inc.

M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. H.





C|| Offering values equal to other numbers of the distinguished "Empeco" family. C|| This unique form of presenting an essential toilet accessory has rapidly gained favor since its initial appearance as a distinct "Empeco" innovation. C|| Our leadership in cosmetic packaging is evidenced in staple as well as specialized accomplishments.

METAL PACKAGE CORPORATION OF N-YSales and Executive Offices: 110 E. 42 nd St. NewYork City
Opposite Grand Central Terminal
Plants-NewYork City, Baltimore, Brooklyn.
Chicago Office 64 West Randolph Street.

Societe Anonyme des Etablissements

ROURE-BERTRAND FILS

LARAGNE (France)

GRASSE

BOUFARIK (Algeria)

NATURAL FLORAL PRODUCTS

By Extraction Solids Absolutes Primabsolutes Liquids Neo-absolutes

By Enfleurage Pomades
and
Liquid
Concretes
from Pomades

The most important flowers, treated in our Grasse Factory, at various periods of the year, are as follows:

ROSE (May), JASMIN and TUBEROSE (July to October), ORANGE FLOWER (May), VIOLET (February-March), JONQUIL (April), NARCISSUS (March), HYACINTH (April), CASSIE (Oct. and Nov.), MIMOSA (March), CARNATION (May)

To treat these flowers is easy, but to treat them well, is difficult. In fact, in addition to the most modern scientific processes, experience and great care are necessary.

It is not enough to extract some perfume from the flower, one must know how to extract all the perfume and without changing the odor of the flower. It is only under such conditions, that one can offer products which are at the same time complete and really advantageously priced. It is because we understood thoroughly this theory for many years past and were always endeavoring to put it into practice, that we succeeded in having our products considered as standard the world over.

ROURE-BERTRAND FILS, Inc.
461 Fourth Avenue New York



A High Grade Box for A High Grade Perfume No. 6760

Let us make a
Special Box to fit
your bottle in
any color desired
and quote prices

Wm. Buedingen & Son.

NEW YORK 30 East 42nd St. Phone Vbt. 5765 ROCHESTER
1500 Clinton Ave. N.-Main Office

LOS ANGELES 315 West 6th Street

DETROIT, 305 Donovan Bldg.



COLLAPSIBLE TUBES for all purposes. Pure tin, tin coated or lead. Plain and decorated.

SPRINKLER TOPS of every variety-plain and plated.

White Metal Manufacturing Company

Chicago Representative
McBRADY BROTHERS, Inc.

Hoboken, N. J.

Detroit Representative
R. M. STEVENSON



Too but few organizations is opportunity afforded to greet and to know personally those who buy its products and thus support it; the source of supply too often is only a name. It is a physical impossibility for all of our thousands of customers located throughout the length and breadth of the land to know this firm except as a name, but we endeavor to imply our friendly interest in their problems by giving that manner of service in executing their orders which we ourselves would like to have. Every department of the organization is staffed by specialists who have been in this work for many years, and are thoroughly equipped to solve manufacturing problems. Nothing we are able to conceive is left undone, which in any fashion will aid our customers, as the objectives of both are identical. This is why for nearly sixty years we have exclusively handled the goods manufactured by SCHIMMEL & COMPANY, which accounts for the constantly growing number of nationally known consumers who look to us for their supply of perfumers' raw material; the integrity of the source of supply remains the best guide—confidence in the seller, a prime necessity.

FRITZSCHE BROTHERS, Inc.



એ প্রতি প্র

The subject of Rose is uppermost just now due to the reported shortage in the crop of Otto and attendant increase in value. The higher prices will not work any hardship on the perfumer who has discovered and is using

Oil Red Rose Oil Rose Artificial Schimmel & Company

based on extractives from Roses grown in Schimmel & Co.'s own fields. While more characteristic of the petal than of the waxy Otto, used alone the Oil of Red Rose will prove to be an effective base for Rose flower as well as Bouquet compositions for those who are striving for perfection in a Rose effect. A mixture with the Otto not only replaces the latter in strength but gives a wealth of exquisite Rose perfume much more true to the flower, with a very material saving in cost. Oil of Rose Artificial, Schimmel & Co. is an unusually powerful oil imitating very nicely the main characteristics of the Otto.

Sole United States and Canadian Representatives of

SCHIMMEL & COMPANY Miltitz, Germany CHAUVET & COMPANY Cannes, France

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET, NEW YORK, N.Y.



Narcissus R-301

PROBABLY no single odor in the entire history of the perfume industry has attained such widespread popularity so quickly as that of the Narcissus.

The demand for this delightful, subtle, and intriguing odor is most insistent. It appeals to all classes; and for this reason there is scarcely any perfumer who is not capitalizing in some way the demand for the Narcissus odor.

To those who want something really superior in a Narcissus odor—something that is subtle, elusive, penetrating, and of great power and indefinable charm, we offer Narcissus R-301.

The price per pound is \$45.00.





NEARLY A CENTURY IN BUSINESS



Decorating Department

NE of the most fascinating operations in the manufacture of Wirz collapsible tubes takes place in the Decorating Department. It is here that the printing colors are applied to "offset" process the design is assembled on a rubber blanket which transfers it complete to

the tube. As many as five colors may be applied in this way in one operation. Skilled operators have the machines under constant control and their watchfulness added to the mechanical acthe tubes after they come from curacy of the machines insures the Coating Department. By the the perfect register and the carefully selected inks which give lustre and brilliancy to Wirz tubes.



A. H. WIRZ, INC.

Collapsible Tubes - Metal Sprinkler Tops

Established 1836

CHESTER, PA.

Incorporated 1914

NEW YORK OFFICE 30 East 42nd Street Phone Murray Hill 3447

CHICAGO OFFICE Jackson & Michigan



LAVENDER DISTILLERIES

NEW-YORK: LONDON S.E.1.

OSAKA LAUTIER FILS 188 Nahanoshma, Gochome HELBOURNE_RIO-DE-JANEIRO.MA



NATURAL AND SYNTHETIC RAW MATERIALS FOR PERFUMERY

47 CLIFF ST., NEW YORK, N.Y.



JASMIN ABSOLUTE ROSE ABSOLUTE

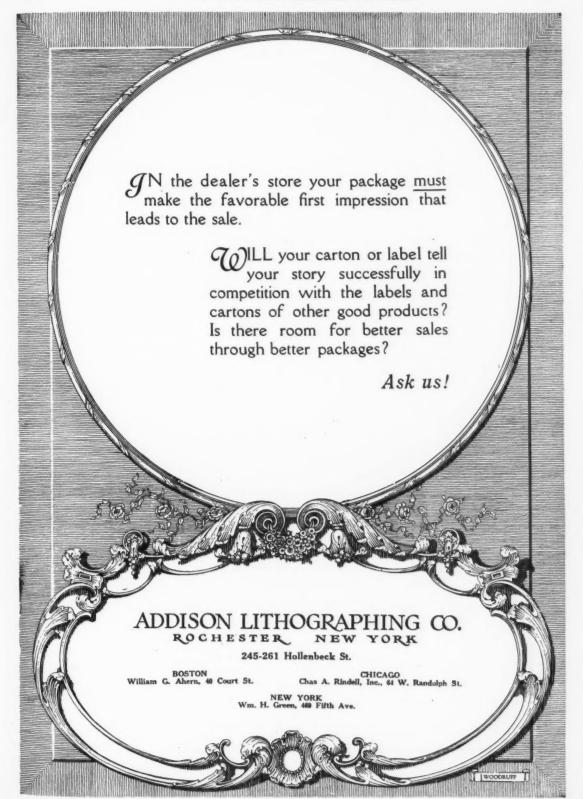
ORANGE FLOWER ABSOLUTE

Obtained by a new patented process in our factory "La Cavalerie," in the Grasse fields

Mentioned in a report to the Academy of Agriculture in Paris the 21st of February, 1924

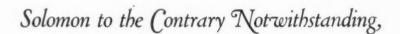
CHICAGO REPRESENTATIVE:

NEUMANN-BUSLEE & WOLFE, INC. 321-323 N, SHELDON ST.









THERE IS SOMETHING NEW UNDER THE SUN

PUFF with a *soft edge* for thin compact boxes, one that will not scratch or graze the skin as is the case with the stitched edge puffs now in general use.

This new puff, recently devised (U. S. Patent 1530547), is as beautiful as it is effective—If you are interested a salesman will call.



MAURICE LÉVY

"Better Powder Puffs"

Factories: New Rochelle N. Y. New York Office: Hygienol Building 120-122 West 41st Street







Closed

Open

Passaic Pedestal Boxes for Face Powder

have a charm and originality so unusual as to command immediate and favorable attention from dealer and user alike.

Samples and full particulars submitted promptly on request.

PASSAIC METAL WARE CO.

PASSAIC, NEW JERSEY

Established 1901.

PASSAIC BOXES SELL FACE POWDER

The MAN Who Took a Short Cut



wasn't necessary.

THE SALES MANAGER Of a mid-western concern learned of a large order to be placed by a firm situated hundreds of miles away. He knew that others were after the deal and feared it would be closed before his representative could arrive. He called the firm on the long distance telephone to ask them to hold the order until he could send a salesman. It He got the order himself, then and there.

Thousands of other salesmen and sales executives are finding that the worry, expense and delay of a personal trip can be saved in many cases by using the telephone. A long distance call is the comfortable, inexpensive way to go. It inspires confidence—it is evidence of a desire to serve. The saving in dollars of the long distance telephone to the business men of America amounts to millions annually.

Do you in your daily business turn to the Long Distance telephone only in an emergency, or as a dependable conserver of time? It will serve you in buying, making appointments, straightening out col-

lections, meeting customers and prospects, making sales, and in many other ways. One concern has six regular telephone salesmen, who average \$27,135 in sales each working day.

The Commercial Department of the Bell company in your city will gladly show you, free, numerous ways in which the long distance telephone can serve your business. In the meantime, put Long Distance to work. It will serve you in distant states and cities just as it now serves you locally. The telephone on your desk will bring to you whatever man or concern you want, now. Number, please?

BELL LONG DISTANCE SERVICE



The perfect means for imparting to perfumes & toilet preparations the superb fragrance of the Jasmin flower - Bruno Court's Jasmin Concrete F

Exclusive American Agents

MORANA INCORPORATED



A S salt is to the cook so is Jasmin to the perfumer: it is one of his indispensable notes; without it he would find it difficult to "keep house." Upon Jasmin he depends for the success not of one formula, but of many. Consequently, in buying Jasmin, the discriminating perfumer makes quality rather than price the dominant factor in selection.

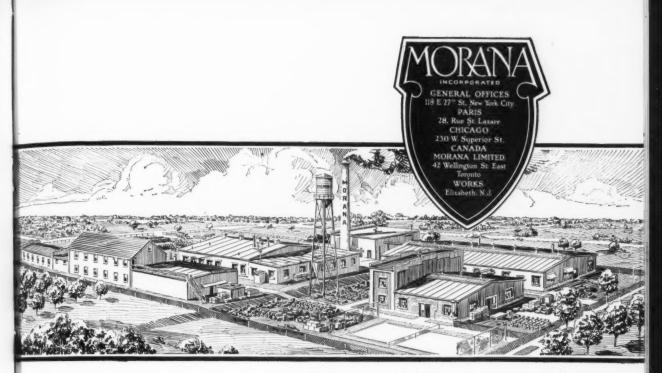
What is "quality" in a flower oil? It is a faithful representation of the fragrance of the flower from which it is derived. It is the reflection caught in a mirror held up to Nature and made permanent by Man's ingenuity.

Bruno Court's Jasmin Concrete F embodies the full rich fragrance of the living flower; nothing more nor less. It is neither an effort to 'paint the lily,' nor an attempt to duplicate Nature's handiwork with other than her materials. It is stamped from Nature's die.

Jasmin Concrete F is concentrated enfleuraged grease, entirely soluble in all parts of alcohol. Many perfumers are finding it a means of securing practically the same results as those secured from pomades, but without the laborious, time-consuming washing, the tieing up of large quantities of alcohol, and the loss of alcohol through evaporation entailed by the use of the latter.

We shall be glad to send working samples of Jasmin Concrete F upon request, and without charge.





The American works of Morana Incorporated, at Elizabeth, New Jersey. Reproduced from a drawing made from photographs.

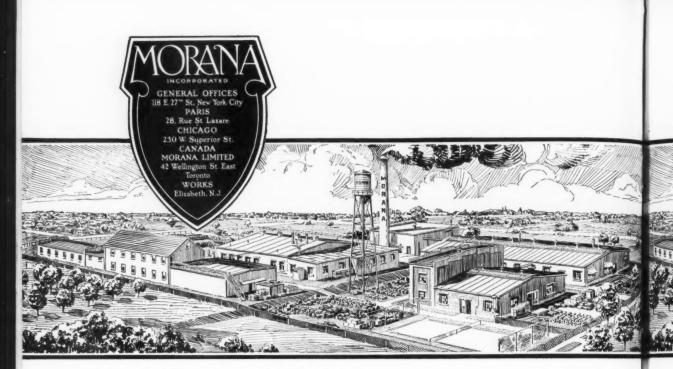
A Serious Situation and its Remedies

The Situation

THE high-water mark in the production of Bulgarian Otto of Rose during the past fifteen years was reached in 1914. Since then production has declined steadily, year by year, with the exception of two years during which it remained at the levels of the respective years immediately preceding.

Last winter the Rose bushes suffered little, if any, damage. This favorable condition was, however, somewhat negatived by a cold snap in March which affected the buds. But beneficent rains in April and May gave promise of a good crop notwithstanding.

Collection and distillation of the flowers began under favorable weather conditions. But, in the midst of this, the weather changed for the worse and the yield sank, the buds dropping, due to the injury sustained during the cold snap in March. As a result the production of Bulgarian Otto of Rose



The American works of Morana Incorporated, at Elizabeth, New Jersey. Reproduced from a drawing made from photographs.

this year will be 25 per cent below that of last year; furthermore, it will be but one-fifth of the production of 1914. The fact that no Otto of Rose whatsoever was imported into the United States during May of this year casts a significant light upon the low level of the available supply both here and abroad.

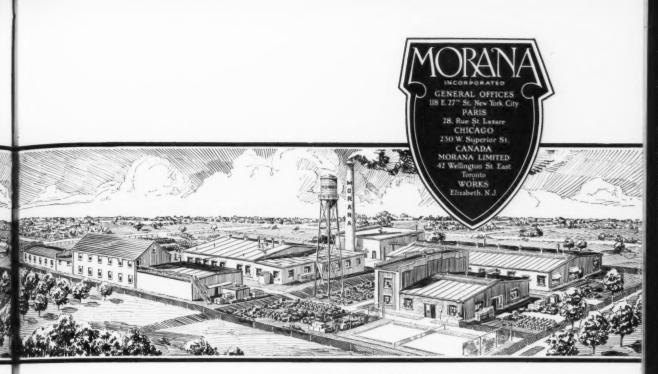
A further factor that must be taken into consideration is that coincident with the decline in the production of Bulgarian Otto of Rose there has been a steady increase in the demand, due to the constantly mounting output of

perfumes, toilet preparations, and similar, as well as dissimilar, products in which the oil is used.

Viewing the foregoing, it is not unreasonable to assume that present prices of Bulgarian Otto of Rose and of other natural Rose oils, high as they are, are destined to eventually appear low in comparison with those that the not-far-distant future holds in store.

The Remedies

The importance of Rose in the perfumer's gamut of odors makes the prevailing situation a highly serious



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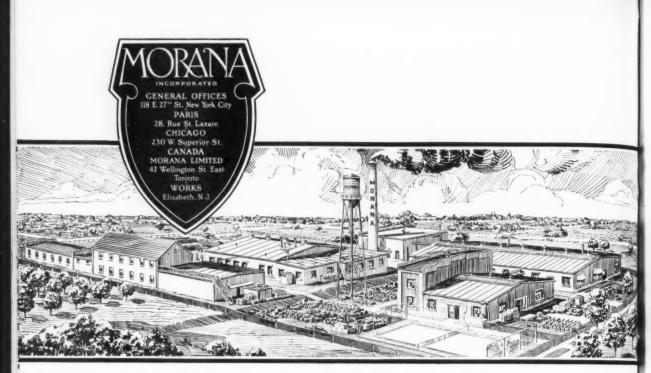
one. To continue using Otto of Rose and other natural Rose oils to the same extent as heretofore means a substantial increase in production costs. This course would inevitably have to be followed sooner or later either by an increase in the prices of the products in which natural Rose oils are used; or a shrinkage in profits; or a lowering of quality. Consequently, means of meeting this condition are of peculiarly timely interest.

Rhodinol Absolute, which approximates the odor of Otto of Rose so closely, can be used to replace a sub-

stantial quantity of the natural Rose oil now used in the formula; yet the characteristic Rose note will be maintained.

Rhodinol Absolute owes its close approach to the odor of Otto of Rose to the fact that it is distilled exclusively and entirely from Geranium, admittedly the source of the finest grades of rhodinol.

Furthermore, it consists only of that limited number of fractions that embodies the Rose note without trace or suggestion of either harshness or byodor. These fractions constitute the



The American works of Morana Incorporated, at Elizabeth, New Jersey. Reproduced from a drawing made from photographs.

very heart of the distillation.

Another means of keeping the cost of the Rose note at its present level will be found in *Synthetic Otto of Rose*. This product, which is developed on a foundation of natural Rose oil, can be used entirely in place of Otto of Rose; yet it will reproduce the characteristic Rose note with remarkable fidelity.

Where a complete Rose composition is desired, Rose C. M. and Rose Suisse, to both of which Otto of Rose gives the keynote, will be found invaluable.

Rose C. M. reproduces the light and delicate fragrance of the red rose.

Rose Suisse, on the other hand, reproduces the intense and sensuous fragrance of the white rose.

While these two oils differ in character, they both embody all of the notes the sum total of which forms one of Nature's most ingratiating fragrances: Rose.

In order to enable perfumers to acquaint themselves with the adaptability to their products of Rhodinol Absolute, Synthetic Otto of Rose, Rose C. M., and Rose Suisse, we will gladly send working samples of these oils upon request, and without charge.



THE house of Rognetta has long been recognized as the leading source for the highest quality of Bergamot, Lemon, Orange, Mandarin, and other citrus oils. Where quality rather than price is the first consideration, Rognetta oils are invariably given preference by the discriminating buyer.

Bergamot is an outstanding Rognetta product—one that epitomizes all of the characteristics that have given Rognetta citrus oils their enviable reputation. Its purity—its high ester content—and its body give Bergamot Rognetta a range of applicability that is, of necessity, lacking in a product of inferior quality.

Bergamot Rognetta is a product that is decidedly worth-while getting acquainted with. Samples of it and of other Rognetta citrus oils will be sent promptly upon request.



IN view of the prevailing price situation, the significance of the brand name of an Otto of Rose is today of even greater importance to the consumer than heretofore.

Otto of Rose CXC, distilled exclusively by Christo Christoff, has for years enjoyed the implicit confidence of the leading American and foreign perfumers. Year after year it strengthens its hold by its undeviating adherence to the high standard originally established for it. It is the generally accepted measuring stick by which Otto of Rose is judged.

Today more than ever it behooves the consumer of Otto of Rose to compare qualities before buying. We invite that test for Christo Christoff's Otto of Rose CXC and will gladly, upon request, send samples for that purpose.



SOCIÉTÉ CHIMIQUE DES USINES DU RHÔNE

Violette Rhodia Extra Superior (100% Alpha)

Represents Ketone Violet, alpha isomeride, in a chemically pure state. Possesses the maximum of sweetness and delicacy.

Tilleul Extra Concentrated

A very powerful base, suitable for all compositions. Considered the finest product on the market.

Linalyl Acetate

This quality is specially produced for superfine perfumery and is recommended for its purity and delicacy of aroma.

Violette Ketone

Highly recommended for use in soaps and perfumes.

J. and E. SOZIO

Oil Geranium African
Oil Geranium sur Roses
Oil Bois de Rose Femelle

Sole Distributors

RHODIA CHEMICAL COMPANY

89 Fulton Street, New York, N.Y.

Stock carried at 180 N. Market Street, Chicago, Ill.

New Synthetic Flower Oils

Ambre Powder Aurantine Aurantine Savon Benol Centiflor Chevrefeuille Chyprol Ciprice
Dianthus Flor
Floreal
Giroflee Flor
Lilas Flor
Lilas No. 72
Lyrose
Muguet Flor

Rose Alpine

Narcisse Flor Oeillet Flor Opoponal Original Flor Real Violet Rose Safranos Rose Rouge Sweet Pea Flor

Specialties

Ambrettol (Musc Ambrette)

Heliotrope Concrete Oleo Musc

Cytheria

o Musc Vanilline
Violette: Alpha, Beta, Keton, Methyl
Geranium Leaves artif.

Acetate Eugenol fixateurs Acetate Isoeugenol modernes Acetephenone Aubepine Benzyl Benzoate Bouvardol Cinnamic Alcohol from Sytrax Citral chim. pur Citronellol Civet Liquid Cyclamol Eugenol Geraniol Geranylacetate Geranylformiate

Jasmone Isoeugenol Irisolette pure 100% Linalool Linalylacetate Linalylformiate Methylanthranilate Neroli synth., M & B Phenyl Ethyl Alcohol Phenyl Ethyl Beazoate Phenylacetaldehyde Rodinol Salicylate of Amyl Skatol 100% Violet Blanche (Methyl Heptine Carb.)

Tilleul (Hydroxycitronellal)



Our Jasmin Flor is a perfect substitute for Natural Jasmin. Our Jasmin Flor contains no Natural Jasmin. Our Jasmin Flor will not discolor perfumes, toilet waters or

Our price is very attractive.

Jasmin No. 74

Jasmin Flor

TH. MÜHLETHALER, SOCIETE ANONYME Nyon, Switzerland

Exclusive Representative in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl St., New York

SOCIETE ANONYME

TOMBAREL FRERES GRASSE

Originators of "Supreme" Quality

NATURAL FLOWER ESSENCE

New Crop 1925 Now Ready

Supreme Rose Absolute Rose Concrete (Solid) Rose

Eau de Rose Quadruple

Supreme Orange

Supreme Fleurs de Oranger H.O.

Absolute Orange

Concrete (Solid) Orange

Absolute Feuilles de Oranger H.O.

Eau de Fleurs de Oranger Quadruple

Supreme—Immortelle

Natural Flower Essences Absolute Supreme

We guarantee our Absolute Flower Essences to be Absolutely Pure.

They are the pure oil extracted from the flower.

They are not fortified to increase their strength.

They do not contain any solvent (Diethyl Phthalate), etc.

The addition of a solvent in flower oils does not increase the strength.

The addition of a solvent in flower oils is for the purpose of decreasing the selling price.

When you use our Absolute Flower Oils you can always feel assured you are using the Best Obtainable.

-Quotations on Request-

NATURAL ESSENCE ABSOLUTE ROSE SUPREME QUALITY SUPREME One Step Further Than ABSOLUTE **IOMBAREL FRERES**

Exclusive Representatives in the United States and Canada

Orbis Products Trading Co., Inc. 215 Pearl Street, New York, N. Y.

IF you wrote your own specifications, say for Zinc Oxide, and made them stringent and exacting, they could all be met by the quality we deliver—

V. M. ZINC OXIDE, U. S. P. Lead free, light, fluffy—non foulé—

WRITE as well for TALC, specifying the geologist's ideal,—and the Sierra Talcs would approximate these limits more closely than any other Talc available in commercial quantities.

WRITE for STARCH:—free from acid,—free from alkali, and of unimpeachable purity. The quality we deliver is the particular grade used by French Perfumers in their products, which have compelled world-wide admiration.

AND so on throughout the line—the BARRETT'S QUALITIES are supreme and may be relied upon.

M. L. BARRETT & CO.

Importers

ESSENTIAL OILS ———————————————BOUQUETS

233 West Lake Street, Chicago, Illinois



Bond Tubes Do Help Sell Your Products

THE compelling power of a brilliantly colored, well-decorated Bond collapsible tube makes an almost irresistible appeal to the ultimate customer.

Side by side on the dealer's shelf, on the counter, or in the display case with a host of other preparations, the brilliant colors, the sharp register, and the perfect printing of these well-made tubes stand out in strong relief, and go a long way toward creating a buying impulse in the mind of the customer.

And the perfect workmanship that goes into Bond tubes insures that this will continue as long as the tube lasts.

Bond Manufacturing Corporation

WILMINGTON

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WESTERN REPRESENTATIVE Chas. A. Rindell, Inc. 64 W. Randolph St., Chicago

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MICHIGAN REPRESENTATIVE A. A. Griffith

Dime Bank Bldg., Detroit



Trece Oval Rouge

A small, neat, glove-sized package, holding a generous supply of dry or paste rouge or compact powder.

Trece

For Loose or

EVERY desire of Milady for face powder, whether it be in compact form or loose, can be satisfied with Trece Vanities. These Vanities are interchangeable, making it possible for manufacturers, with the same design of package, to offer loose powder or compacts, and thus keep the line uniform.

The Trece Laboratories



La Raneé

A double vanity with easily refillable rouge and an easy opening loose powder compartment and an extra supply of face powder in one package.

La Ranee

Thin double with easy opening loose powder compartment.



Vanities

Compacte Poudre

THE daintiness of Trece Vanities is due largely to the study that has been given to their size. They are not too bulky, and neither are they too thin to give service. In fact, as our customers tell us, they are "just right." These Vanities are offered in non-tarnishing nickel, black, or polished brass.

Full information to responsible perfumers



Beaux Arts
Substantial double, holding a large compact.

130 Willis Avenue, New York City



Lipsticks and Eyebrow Pencils

We also manufacture lipsticks having the popular propel repel feature.

La Raneé Jr.

Single, two inch, complete with compact or loose powder shell. Domed Top.





PERFUMERS, ALCOHOL

"VELVA" ALCOHOL is manufactured by the triple refiningleaching through charcoal process, under the strict supervision of our Chemical Laboratory, thus assuring Pure, Ethyl 190 Proof Cologne Spirits of highest U. S. Pharmacopoeia Quality.

In making up Specially Denatured Alcohol (all formulae), we scientifically combine our "VELVA" ALCOHOL with the best chemicals and denaturants obtainable, which, prior to use, have been analyzed and approved by a Government Chemist.

The Federal Products 60.

CINCINNATI, OHIO





A FIELD of carnations grown by Heine & Co., A. G. on the plantation near their factory at Groeba/Riesa.

The cultivation of these flowers is mainly employed for the extraction of the natural Oil of Carnation, used in HEIKO products.

On the following page we enumerate some of the above mentioned bases and new creations.

HEINE © CO. NEW YORK

TELEPHONE BEEKMAN 1535 52-54 CLIFF STREET



CARNATION

(Natural)

Our leading Carnation bases:

HEIKO

Carnation

Carnation "B"

Carnation "C"

Carnation "D"

Carnation Malmaison

HEINE © CO. NEW YORK

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HEIKO FIXATEURS

are natural, highly concentrated Extracts, pure as to odor principle, obtained from rare gums, balsams and scented woods. They are semi-liquid, clearly soluble in all solvents and essential oils without the aid of heat.

They can be directly incorporated in soap stock.

They give the decided effect in the modern perfumes, the fine roundness and fullness of after effect, so much liked and looked for. They fix powders and creams especially well and are very durable in soaps.

Our

AMBERGRIS,
SYNTHETIC (Liquid)
AMBRIN
AMBRA, 226
AMBRA, 44
BENZOIN GUM
CASTOREUM
CIVET
DEVELOPER, E. M.
FIXATEUR, H. & Co.
FIXATEUR, C.
FIXATEUR MUSKONE
FIXATEUR TONKINON

GALBANUM GUM
KIOU NOUK
LABDANUM, light
LABDANUM, vert
MYRRH GUM
OAK MOSS, R.
OLIBANUM GUM
OPOPONAX GUM
PEROU, BALSAM
STORAX GUM
TOLU BALSAM
TONKA
ZIBETHIN

are especially recommended to you.

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Telephone Beekman 1535 52-54 CLIFF STREET



HEIKO-LILAC "A"

The leading Base for Lilac Compositions

Some of our popular types of Lily Bases are:

HEIKO

Lily of the Valley D

Lily Maiglöckchen Lily of the Valley S

Lily of the Valley

Lily B Lily No. 393

HEINE & CO. NEW YORK

TELEPHONE BEEKMAN 1535 52-54 CLIFF STREET

Printed by Service Department



1816

"Over a Century of Service and Progress"

1925

Whether your toilet offerings are intended for the tastes of Fifth Avenue or of Main Street, your product needs the high quality which

ISCO SILVER TALC

imparts to your preparation, when it is used consistently as a standard base.

INNIS, SPEIDEN & CO.

INCORPORATED

MANUFACTURERS, IMPORTERS, EXPORTERS OF INDUSTRIAL CHEMICALS

46 CLIFF STREET

NEW YORK CITY

BRANCHES

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND



IRISZONE

(Reg. U. S. Pat. Off.)

In the heavier type of scents where a fresh vio-orris halo is desired but where most ionones are not quite satisfactory the perfumer commonly turns to IRISZONE to give him the looked for resultant.

Every step in the delicate scientific process of preparing the methyl-ionone base for IRISZONE is carefully controlled and the super-purification thus attained gives to IRISZONE its inimitably clear farewell note.

IRISZONE is not a novelty or an experiment. Its usefulness has been plainly demonstrated during the many years it has been on the market. Its popularity has been constantly on the increase and with many perfumers it occupies a niche which no other ionone derivative can fill.

Ungerer & Co.
New York

Vidal-Charvet
Paris



THE WARM KISS OF THE AUGUST SUN, THE DUST OF THE ROAD AND TRAIL, NECESSITATES MUCH USE OF CREAMS, TALCUMS, ETC., AND MILADY LIKES THEM PACKED IN AN ATTRACTIVE PACKAGE, ALSO IN AS SMALL SPACE AS POSSIBLE.

THE TIN DECORATING CO. of BALTIMORE



and wherever alcohol is used specify

A Berg product, consistently dependable, made in every authorized formula.

Our warehouses are located at strategic points, assuring you fresh stock at short notice.

Get our prices on formulae 39, 39A, 39B or any others

DAVID BERG

INDUSTRIAL ALCOHOL .CO.

Delaware Ave. and Tasker Street Philadelphia, Pa.

527 Hudson Street New York City





Société Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

JASMIN INVAR JASMIN SUPER

Two of the finest artificial Jasmins and each one offering to the perfumer a slightly different character of the Jasmin flower.

Due to the extremely high prices of natural Jasmin flower products these synthetic creations should prove of special interest.

Fleur d'Oranger Invar

Remarkable for its refreshing odor and delicacy. Will not discolor and is wholly soluble in alcohol.

Samples and Quotations on Request

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461 Fourth Avenue

New York

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246 Pearl Street, New York

A FEW SPECIALTIES

AMYL PHENYL ACETATE BENZOPHENONE BENZYL FORMATE BENZYL ISOEUGENOL BUTYL PHENYL ACETATE CITRONELLOL EUGENOL METHYL EUGENOL METHYLETHER GERANYL ACETATE GERANYL BUTYRATE

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IDEALINE "FLORA"
JASMIN COLORLESS
JASMIN "FLORA"

GERANYL FORMATE ISOBUTYL PHENYLACETATE ISOEUGENOL METHYLETHER LINALYL ACETATE 97% LINALYL FORMATE METHYL EUGENOL METHYL PHENYLACETATE PARACRESOLE METHYLETHER PHENYL ACETIC ALDEHYDE PHENYL ETHYL ACETATE

LILAC ESSBRO LILAC VEGATAL LILIARA (LILY) LILY OF THE VALLEY LOTUS BLOSSOM MUSK TONQUIN ART. NARCISSUS ESSBRO NARCISSUS 221 NARCISSUS K L

PHENYL ETHYL ALCOHOL PHENYL ETHYL BUTYRATE PHENYL ETHYL FORMATE PHENYL ETHYL PROPIONATE PHENYL PROPYL ALDEHYDE 100% RHODINOL RHODINOL ACETATE RHODINOL BUTYRATE RHODINOL FORMATE VETIVERT ACETATE

NEROLI ART. R NEROLI BLANC NEROLI 3016 ORCHID 14 ROSE 3006 ROSE DES ALPS ROSE ART. BULGARIAN SWEET PEA ESSBRO VIOLET 3002 VIOLET ESSBRO

SEAL-CAP SILVER

Forms a Silver Film Over the Stopper and Neck of Bottle by Dipping. 4 oz. Trial Size, 75 cents Pints \$2.50

PILAR FRERES

GRASSE (A.M.) Established in 1820

Works at GRASSE

also at

MOUANS-SARTOUX in the Jasmine and Rose gardens Lavender distillery at NOYERS s/JABRON in the Alps

NATURAL FLOWER PRODUCTS

Absolutes and Superessences

Rose - Orange - Jasmine - Tuberose, etc.

ESSENTIAL OILS

Neroli PILAR Brand the best in the world Lavender a specialty

Exclusive American Agents, O. A. BROWN CO., INC. 246 PEARL STREET, NEW YORK

Which is only half true!

Both the above represent the chemical formula for Musk Ambrette, fixing definitely the identity of any manufacturer's 100% pure product. There is only one Musk Ambrette—chemically speaking.

The experienced perfumer knows better. He knows the wide differences existing between chemically identical products from different manufacturers, each possessing a distinct individuality. It is the mark left on the product by the manufacturer's technical skill and by the degree of perfection his particular process has attained.

Musk Ambrette Flora

is a striking example. It can be told from other manufacturer's products not only by the beautiful regularity of crystalization, but above all by a special odorous "note" of its own, much appreciated by the knowing. It is

not always the cheapest—but always the best
—The Aristocrat of Musks

CHEMICAL WORKS FLORA, DUBENDORFSWITZERLAND

Exclusive Agents -

O. A. BROWN CO., Inc.

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Perfumers' Glassware

RIFLES make perfection. It is easily imaginable that a substantial account might hinge on the impression made by the container. A possible customer might be influenced for or against a package—possibly yours—by the beauty, or lack of it, in your glassware.

Our perfume bottles are designed and manufactured with the most exacting care by skilled workmen—and each one is carefully inspected to make doubly sure that it is perfect before it is packed for shipment.



1 oz. No. 817 Stopper No. 1012



1 oz. No. 818 Stopper No. 1022

MILLVILLE BOTTLE WORKS

Main Office and Factory
MILLVILLE, N. J.
Established 1903

NEW YORK BOSTON PHILADELPHIA CHICAGO

Our bottles are made only from covered pots, thus insuring highest quality and brilliancy.

GIVAUDAN-DELAWANNA

"CARDINAL ODORS"

We present the following names of fifteen Synthetic Cardinal Odors, two or more of which can be used in practically every Perfume formula, and should be on hand in every Perfumery Laboratory, ready for experiment and use:

AMYL SALICYLATE EXTRA
BENZYL ACETATE F. F. C.
BOUVARDIOL "GIVAUDAN"
CINNAMIC ALCOHOL
GERANIOL PURE

HELIOTROPINE CRYSTALS

IRISONES JACINTHE

(Phenyl Acetaldehyde Pure)

LAURINE (Hydroxy-Citronellal)

LILAC VII

MUGUET 16

MUSKS { Ambrette Ketone Xylol

PHENYL ETHYL ALCOHOL TERPINEOL EXTRA

VANILLIN C. P.

Every product is manufactured at our Works, at Delawanna, N. J., or at the Works of Messrs. L. Givaudan & Cie., Geneve, Switzerland, or Lyons, France, and carries the guarantee of quality and uniformity.

We should be glad to send a full list of the products manufactured at our various plants, and samples for comparison.



BURTON T. BUSH, Inc.

45 JOHN STREET NEW YORK, N.Y.

Chicago Office: 549 West Washington Boulevard

San Francisco Office: 216 Pine Street Montreal Office: 41-43 Place d'Youville

GIVAUDAN-DELAWANNA

PHENYL ETHYL ALCOHOL

GIVAUDAN-DELAWANNA

Phenyl Ethyl Alcohol "Givaudan-Delawanna" imparts a sweet Rose-like odor, suggesting Rose Leaves with all its freshness. It is indispensable in the compounding of Rose, Neroly, Lily, Lilac, Jasmin and practically all odors where the floral character is desired.

The odor character obtained by the use of Phenyl Ethyl Alcohol is dependent entirely upon its purity and refinement.

We guarantee our product absolutely pure and free from any added substances, and we will be pleased to send samples for comparison.



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TUBES

WE especially recommend Sheffield tubes to those who appreciate the part that beautifully lithographed, brilliantly colored, sharply lettered and well made tubes can play in representing a manufacturer.

New England Collapsible Tube Co.

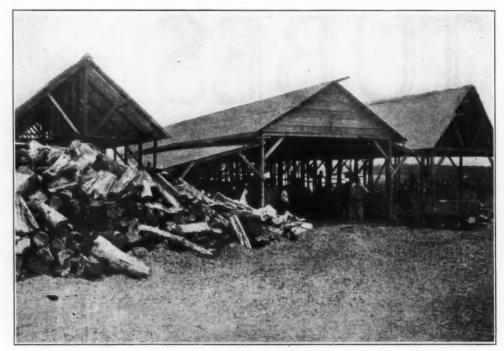
Home Office & Plant No. 1 21-33 Waller Street, New London, Conn. Phone: New London 1224

Western Office and Plant No. 2 3132-3134 So. Canal St. Chicago, Illinois

Phone: Michigan 0200-0201-0202

New York Office 41 East 42nd Street New York, N.Y. Phone: Murray Hill 7817

Antoine Chiris Company



A Factory for the Production of Oll Bois de Rose

We offer OIL BOIS DE ROSE, finest quality, distilled in our factory at Cayenne, French Guiana.

The quality of this oil has been improved upon by transporting the Rosewood from the forests to our plant located at Cayenne, instead of distilling the Oil in portable stills in the forests.

On account of the stability of the Oil, in the presence of small quantities of Alkali and on account of its lasting quality, it is especially recommended in BOUQUET PERFUMES for scenting Soaps.

The price has been brought within reach of the buyers of Aromatic Chemicals by our being able to distill the Oil the year round, thereby eliminating non-production during the time when the stills which are situated inland cannot be operated.



The Same Since 1768

CHIRIS

Antoine Chiris Company

147-153 WAVERLY PLACE

Telephones: Spring 1187-1188 New York

Cable Address:
"Chiris" New York

 ${\cal A}_{
m MONG}$ our natural perfume products we recommend

Liquid Jasmin No. 1800

This product is considerably lower in price than the Liquid Absolute Jasmin which is made from the concrete.

Liquid Jasmin No. 1800 is often preferred to all other natural Jasmin products for a certain class of finished perfumes. It is produced from our Jasmin Pomade No. 36 and is completely soluble in Alcohol.

Antoine Chiris was the first to use the patents of the inventor of the method which involves the use of volatile solvents as an extractive agency.



The Same Since 1768

CHIRIS

CHICAGO OFFICE—186 North La Salle Street



A True Path to Sales-Success

consistent adherence to highest quality is largely responsible for the permanent success of any widely used product. In the manufacture of Perfumes, deviations from a true course of excellence are never permissable, if the continued approval of the American Woman is to be held.

As distributors of synthetic and aromatic chemicals, we are ever in search of improvements in the manufacture of these products which might serve to enhance the value and quality of the Perfumers' manifold creations. The extent of our organization places us in an excellent position to meet the most comprehensive demands of the trade.

A. MASCHMEYER, JR.

AMSTERDAM, HOLLAND

HIGH CLASS SYNTHETICS AND AROMATIC CHEMICALS

Specialties such as:

Rose d'Orient

In view of the present high prices asked for natural Rose Oil, this product will be of great service to the manufacturing Perfumer, as it replaces advantageously the natural oil.

Vert M.

(Methyl Heptone Carbonate) The genuine principle of Violet Leaf Odour, described as "Green Odour"; ex-tensively used in Violet Perfumes and Bouquets.



Neroli Synthetic Extra

The most perfect imitation of Natural Oil of Neroli in existence.

Violets (Ionons)

VIOLETS (10H0018)
The manufacture of artificial Violets or Ionons is being carried on by this firm on a large scale, according to the very latest and most improved methods. For this reason the most diverse and exacting requirements can be compiled with, every grade being available, from the most common sorts to the finest chemically pure Alpha Ionon.

Sole American Agents

Pfaltz & Bauer, Inc. **300 PEARL STREET-NEW YORK**

BRANCHES:

CHICAGO CLEVELAND BOSTON LOS ANGELES SAN FRANCISCO



Golden Fleece Lanoline

MANUFACTURERS of Ointments and Face Creams realize that their preparations can not hold the continued favor of the consumer unless they possess ingredients capable of stopping and correcting skin irritations.

For many years, Golden Fleece Lanoline has been regarded as the Standard Base for Ointments and other like products, where healing properties are an essential of the preparation. Golden Fleece will not turn rancid under any circumstances and we guarantee its absolute neutrality. You are additionally assured of its high quality by the fact that it is an U. S. P. Product. Both the Hydrous and Anhydrous grades are put up in bulk and in various smaller packages.

Manufactured by

WOLL WAESCHEREI & KAEMMEREI Hannover

Watch Our Specialty Cards

Terpineless Oils Sesqui Terpineless Oils Oil of Orris Liquid 10 Fold

E. Sachsse & Co.

DE HAEN'S

Synthetic Aromatic Chemicals

Ammonium Bifluoride for Frosting Bottles

E. DE HAEN A.-G.

TERPINEOL

Pure and Water White

Terpenyl Acetate

Lienau & Co.

Sample on request

Sole American Agents

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STABILITY

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Five Specialties Each a Leader in its Class



GERANIOL HIGHEST PURITY

There are as many qualities of Geraniol as prices. Pure Geraniol should be free from Citronellal, terpenes and unpleasant camphor-like odors. Geraniol, when pure, acts as a carrier for fine perfumery flower products and blender for synthetic aromatic bodies. Geraniol as manufactured by us will prove our contention, pure Geraniol has merit.

The Pound, \$6.00

JASMIN ALBA

An odor creation that is essentially fragrant and refined. Blends very readily in bouquet types. Oil Amarette is particularly adapted for toilet powder requirements and imparts a finishing touch whether used alone or compounded with other materials in the perfumery laboratory. If you wish your products to equal the best American or foreign odors use Amarette.

The Pound, \$14.50

A true-to-nature interpretation of the Heliotope odor. Indispensable as a binder, adding flower sweetness wherever introduced. In concrete for Heliotropen is far easier to handle than ordinary crystals. It is non-irritating and can be used in great advantage in the compounding of all odon. Next to Jasmin and Rose, a sweetener of paramous value.

HELIOTROPE CONCRETE

The Pound, \$6.30

Not the cheapest but the best. Has the true were waxy odor of the White Jasmin slower. Most Jasmin on the market reminds one of the odor of Benzyl Acetate. Our Jasmin is free from the odor. It is slowery, it is sweet, it is lasting and true to its name.

The Pound, \$28.00



The chemistry of Rhodinol is still in dispute, but there is no dispute about our Rhodinol being uniform, free from weedy by-odors, and of superior quality.

VAN DYK & COMPANY

6 Platt Street

Founded 1904

New York

In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s Brand Diethyl Phthalate.



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LILY SUPREME

(Convallaria Majalis)

THE base supreme for a true Lily of the Valley perfume.

Lily Supreme imparts the delicately elusive, refreshing and sweet odor of the natural May Blossoms in its exact character.

Lily Supreme works equally well in fine Creams and Facepowder blends, as well as in the finest Perfumes.

SYNTHETIC AROMATIC CHEMICALS

(Lily products)

AROMIN

Novelty base for floral odors; used to great advantage in Lily combinations, especially for Creams and Powders.

CYCLONAL

Used in moderation it will impart the fresh, leafy effect of the Lily plant.

HYDROXYCITRONELLAL ABSOLUTE

A colorless 100% pure product and an excellent base for Lily of the Valley perfumes. It has remarkable fixing qualities and traces added will strengthen and sweeten floral odors.

GERANIOL ROSE

A highly fractionated pure Geraniol of a faint, rose-like character for use in the making of Lily perfumes.

LINALOOL EXTRA

Chemically pure, made from Bois de Rose femelle and especially well adapted for Lily and Rose blends.

PHENYL ETHYL ALCOHOL

In combination with Geraniol Rose this alcohol is used in Lily compounds

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CORPORATION



MANUFACTURING CHEMISTS
FLUSHING
NEW YORK

Sell Shaving Cream

It Means More Profits and Helps Your Whole Line

THE demand for shaving cream continues to grow. Men insist upon it because of its greater convenience.

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We have helped other manufacturers launch and successfully merchandise shaving cream, and the benefit of our experience is gladly given to our customers. We welcome the opportunity of conferring with you on the possibility of adding shaving cream to your line.

Write for samples and full information

We also supply high quality dental cream in bulk or attractively cartoned in tubes under your own name and brand.



COMMERCIAL LABORATORIES, Inc.

NEWARK, NEW YORK STATE

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ORIGINALITY

For PERFUMING and COLORING BATH SALTS

Use our Highly Concentrated Combined Perfume and Color Bases, which we offer in two series of exceptionally low priced products. Very economical in their use, only one operation being necessary to produce a finished product, possessing a bright lustre and uniform color, and an exquisite perfume. No drying operation necessary, salts being ready to bottle immediately after mixing.

SERIES B. S. I

\$5.00 per pint. \$36.00 per gallon

Bouquet des Fleurs (Blue) Lilac (Lilac)

Orange Blossom(Orange)

Fleur de Mai (Yellow)

Lily Valley (Light Green) Rose (Old Rose)

French Bouquet (Green) Mylis (Red)

Violet (Violet)

SERIES B. S. II

\$2.50 per pint. \$18.00 per gallon

Crabapple (Pink)

Eau de Cologne (Green)

Oriental (Green)

Lavender (Lavender)

Narcissus (Yellow)

Rose (Old Rose)

Lilac (Lilac)

Orange Blossom (Orange)

Violet (Violet)

One Pint highly perfumes and brilliantly colors 100 lbs. of Salt

Samples of finished products and full information for the economical method of manufacture cheerfully furnished.

ELKO AROMATIC CHEMICALS

Imported Products, not only CHEMICALLY PURE but OLFACTORILY PURE

ALCOHOL CINNAMIC, ALCOHOL PHENYLETHYL, ACETATE BENZYL, ACETATE GERANYL, ACETATE PHENYLETHYL, ALDEHYDES C8 to C12, CITRONELLOL, GERANIOL EXTRA, HYDROXYCITRONELLAL, HELIOTROPINE, LINALOOL RHODINOL, VIOLETS, ALPHA, METHYL AND VERT.

Let us submit samples for your approval

E. M. LANING CO.

78-80 GREENWICH STREET

Incorporated

NEW YORK, N. Y.

(Cable Address EMLANING New York)

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Minimum Volume Maximum Strength

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CHYPRE N—TERIA—PAPAVER

SPHINX SEALS



Manufactured by

CHAS. LACOUR

Paris

France



Small metal seals for holding the floss intact on the necks of perfume bottles. Furnished in gold or silver finish in 6 mm. and 9 mm. sizes. They add a finish to the package heretofore unobtainable.

Samples and Prices Cheerfully Furnished by

Sole American Representatives

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Incorp

78-80 GREENWICH STREET

NEW YORK, N. Y.

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No. 120
URN shape bottle of Opaque striped glass in beautiful assorted colors. With crown top sprinkler stopper.



COLONIAL DOLL CONTAINER

Glass container. 14 oz., with special cork with genuine Porcelain Doll, decorated in colors, skirt of silk or brocade. Each in carton.



No. 115
Oval shape, flat, for pocket or purse.
Opaque striped glass in beautiful assorted colors. With crown top sprinkler stopper.



No. 625 Clear glass, flat shape with cork and brass slip over cap. 2/3 of actual size.



At Left

No. 400

JUG of Black Glass, satin finish with striped decoration in various colors. (These are blown into the glass and not painted.) Very artistic.

At Right

No. 415

Heart shape. Sat. for pocket or purse. Black glass. satin finish with silver and gold stripes. With crown top sprinkler stopper. Same shape vial can also be supplied made of opaque striped glass, same as No. 120 and No. 115.



We offer herewith a

NEW AND ATTRACTIVE LINE OF CONTAINERS

very suitable for the Holiday Trade. In addition to the above, we also carry IN STOCK our regular line of



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No. 675
Clear glass, square, with ground stopper and elongated rod. Froated stopper top. 2/3 of actual size.

COLORED STRIPED and PLAIN GLASS VIALS

as shown in previous advertisements.

ORDER NOW

SCIENTIFIC SPECIALTIES CO. INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE

(124 E. 16th STREET)

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Norda Atial Oil & Chemical Co. INCORPORATED Essential Oil & Chemical Co.

43 East 19th Street

JASMIN ALDEHYDE 100%

WE have succeeded in separating a body which will solve

JASMIN ALDEHYDE 100% is a true Jasmin odor WITHOUT the slightest touch of chemical character.

It is one of the most powerful scents known to Perfumery but will blend with any odor combination, underlining the desired note without overpowering it.

It should NOT be confused with so-called "Synthetic Jasmin." Like true Jasmin it is a perfume in itself.

JASMIN ALDEHYDE can be equally well used for Perfumes, Toilet Water, Creams, Powders, high class Soaps, etc.

Any formula striving to produce subtle sweetness and still maintain great lasting strength should carry JASMIN ALDE-

We are offering to the trade in JASMIN ALDEHYDE 100% one of the most interesting articles and sincerely request you to give this product a thorough tryout.

Price \$25.00 per pound, contract price on application.

Essential Oil & Chemical Co.



NEW PLANT JUST COMPLETED

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(Benard & Honnorat, Successors)

Established 1832

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Natural and Synthetic Perfumery Raw Materials

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The perfect substitute for natural Jasmin

JASMIN DE PROVENCE

It has been demonstrated hundreds of times in compositions where a large proportion of natural Jasmin was used that the substitution of our Jasmin de Provence, at a small fraction of the cost, gives equal if not superior results. The first and only *purely synthetic* Jasmin to accomplish this.

FLEUR D'ORANGER DE PROVENCE

This interesting product reproduces with the greatest faithfulness the wonderful odor of fresh Orange Blossoms.

It will be found particularly interesting at this time owing to the demand for perfume of this character and has the additional advantage of not turning dark.



Exclusive Selling Agents for United States and Canada

BENJ. FRENCH, Inc.

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NEW YORK 160 FIFTH AVE.

NEW! OIL CISTUS LEAVES

A pure Spanish Essential Oil heretofore unknown and which is produced only during a few months of the year.

The yield is as yet limited and the present stock is only large enough to partly take care of the many interested users.

OIL CISTUS LEAVES has a distinct amber-labdanum odor and should be used as a blend or as a fixative wherever an amber character is desired. It has an extremely powerful, aromatic and distinct odor and should be of the greatest interest to the modern perfumer.

Special information and working sample furnished upon request.

Price Per Pound, \$22.00

OIL MALVAROSA

(OIL ROSE GERANIUM SPANISH)

Another pure Spanish Essential Oil of cultivated Rose Geranium, absolutely superior in odor value to the well-known African or Algerian oils.

Our principals are the only distillers of this wonderful product. The cultivation of the plant is still in its infancy, consequently the output of the oil at the present time is only a few hundred kilos per year; but new plantations are now under development so that by next year larger quantities will be available.

SAMPLES NOW READY FOR DISTRIBUTION

Price Per Pound, \$7.50

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N. B.—We are the exclusive distributors of the above-mentioned two new Spanish oils.

Jasmintone

—A Substitute for Natural Jasmin



STRENGTH

MARK

A NEW product of exceptional merit, reproducing with exacting fidelity all of the elusive charm of the living flowers. Jasmintone may safely be substituted for the absolute product for it has all of the characteristics of the natural jasmin floral oil.

Write for full information and a trial sample.

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INCORPORATED

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PHENYLACETALDEHYDE PURE

3

THE name of Polak & Schwarz is so closely identified with this delicate product that we hardly need to draw attention to its merits. Every perfumer who tries it but *once*, will freely admit that he cannot find another product on the market of equal quality.

We guarantee the aldehyde content, and through fresh weekly supplies, we deliver *regularly* a product that has not deteriorated through long storage.

POLAK & SCHWARZ LTD.

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Exclusive Agents for United States and Canada

WANGLER-BUDD CO., Inc., 35 Fulton St., New York Successors to JULIAN W. LYON & CO., INC.

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QUININE HAIR TONIC COLOR

Powder Form
Just the Proper Shade
Will not Stain

Price \$ 450 a Pound--

CHARLES V. SPARHAWK

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AND CHEMICAL

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Wheaton Glassware

Your Container Speaks for You ~

As your container stands on the dealer's shelf or counter, its very appearance should say:—

- "I am a quality product."
- "I am designed for most convenient use."
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Beautiful, distinctive T.C. Wheaton glassware is designed to do this.



2 oz. Opal Jar No. 22 Colored Henna, with Duplex Cap. Can be made to match your color scheme.



1/2 and 1 oz. sizes Plain or decorated to match your color scheme.



Accepted Leadership

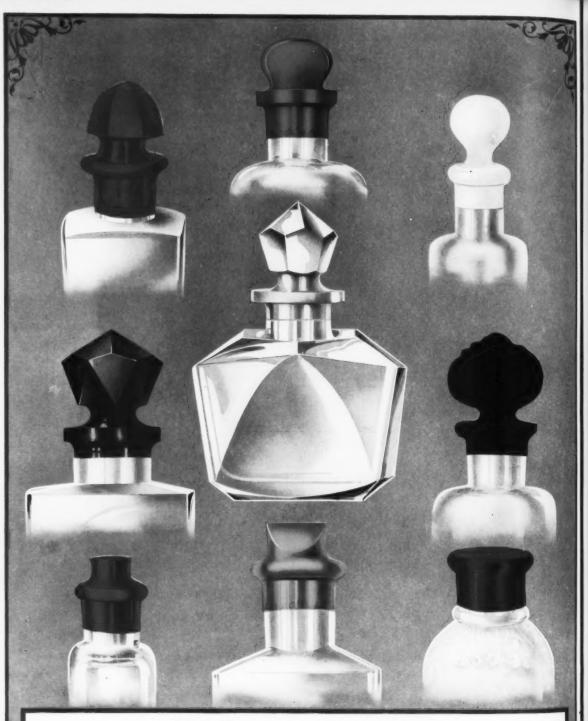
Years of association with large, substantial firms has placed us in a position of accepted leadership as a source of supply for beautiful, sales-compelling glassware.

T. C. WHEATON CO.

EXPERT BOTTLE BLOWERS

MILLVILLE, N. J. Telephone 235-236 ESTABLISHED 1888

NEW YORK OFFICE 165 BROADWAY
Telephone—Cortlandt 4917



SEALEX—A NEW CAPPING MATERIAL

We offer a new product for sealing and decorating cork or glass stoppered perfume, toilet preparation, pharmaceutical and other bottles, that will reduce cost—reduce labor—and increase output. Furnished in liquid form in 16 colors. The following colors are shown: Gold, Pink, White, Black, Transparent, Blue, Red, Orange and Green.

The bottles can be handled individually or in groups—the dipping is done only once—dries quickly and firmly—is very tough and will resist rough handling. Write for sample capped bottle and moderate prices.

T. C. WHEATON CO. EXPERT BOTTLE BLOWERS MILLVILLE, N. J., U.S.A.

New York Office 165 Broadway







BELGIAN TRADING COMPANY, Inc.

15 MOORE STREET, NEW YORK CITY

IMPORTERS, EXPORTERS AND MANUFACTURERS OF ESSENTIAL OILS, BASIC FLAVORS, ORGANIC AND SYNTHETIC PRODUCTS

HIGH GRADE SPECIALTIES

SOPHORA

Just the sort of an Oriental Base you have been wanting. Can be used to enrich and give fixativeness to your Oriental or Bouquet Compositions. Order a trial ounce at \$3.25, or pound at \$48.00 and see what an unusually rich, powerful and mellow Oriental Extract it will give you even down to a seven ounce solution.

JASMIN de PARIS

No words can properly describe the true and exquisite beauty of this Jasmin. We make the bold statement that its quality has not yet been equalled. Just buy a trial ounce at \$10.00 (\$150.00 per pound) and you will undoubtedly come back for more.

SOPHOR

This is an Oriental Synthetic Base especially devised for those who want positive permanency of odor in a Powder, or other toilet Preparations. No other product just like it. Let us send you one ounce at \$1.75, or a pound at \$25.00.

Samples on request

Sole Distributors in the United States, Canada and Mexico for

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XX III PELGIAN TRADING COMPANY III XX



Here They Are

Bay Rum Oil Compounded

Carnation Oil No. 16

Eau de Cologne Oil

Eau de Quinine Oil

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Lilac de Fleurs Oil

Lilac Oil No. 51

Root and Herb Oil

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Ultra Bueno Capillary Oil

The every-day called for essential oils of most captivating flavor and quality (not to mention the tempting quotations).

Opportune during the bustling fall season and at any other time.

The "proof of the pudding" is—in the samples (cheerfully forwarded).

LAST BUT NOT LEAST

The magic wand known to every perfumer: FIXATEURS—to cure your alcohol with, make your odors stay "put", thus actually saving quantities of essential oils.

RIGHT-O FIXATEUR No. 411 and RIGHT-O FIXATEUR "NEW"

Working samples on demand.

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MANUFACTURING AND CONSULTING CHEMISTS

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New York



Every facility for producing highest grade chemicals



The U.S. Industrial Chemical Co.'s Plant As Seen From the Air

THE U. S. Industrial Chemical Co. is fully equipped to produce in large quantities the many standard chemical products used in industry today.

And, in addition, this company is able to fill promptly

and economically orders for chemicals required for a wide range of special uses.

Not only is its mechanical equipment complete and of the most modern design, but it has been specially designed to handle with unusual accuracy production of chemicals in great quantities.

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Both because the U.S. Industrial Chemical Co. can purchase its raw materials in great quantities, and because its equipment covers a wide range of production, this company can effect economies far beyond the reach of smaller

Every possible by-product from the manufacture of one chemical is used as an ingredient for making another. Nothing is wasted-from each shipment of raw materials every bit of energy is scientifically put to industrial use.

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The U.S. Industrial Chemical Co. plant is located in Baltimore, Maryland. From the standpoint of transportation, its location could not be bettered.

Sidings provide ample loading facilities for the company's own tank cars and connect with the great trunk

lines that lead to every section of the country.

List of Chemicals Thorough and Organized Research

A well organized and experienced staff of scientists, and a laboratory-with an equipment unsurpassed anywhere-are always engaged in the study of technical

The expert chemists in charge are constantly striving for further improvement, both in the quality of the chemicals and in the methods of their production with utmost economy and accuracy.

In this laboratory have been laid the foundations for many developments and innovations that have widened the field and increased the effectiveness of indus-

Customers of the U.S. Industrial Chemical Co. are assured the highest grade industrial chemicals, prompt and reliable service, and a schedule of rates that, quality for quality, is the lowest that any

trial chemistry.

manufacturer can offer.

I. C. Potash Refined Fusel Oil

U. S. INDUSTRIAL CHEMICAL CO., Inc.

Acetic Ether Acetone, Refined

Amyl Acetate

Amyl Alcohol

Butyl Acetate

Ether, Absolute

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Ethyl Lactate

Ethyl Oxalate

Ethylene

Ethyl Phthalate

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Ethyl Acetate (Acetic

Ethyl Aceto-Acetate

Ethyl Acetate. Anhydrous

Ethyl Alcohol, Absolute

Ethyl Alcohol, C.P. 96%

Isobutyl Alcohol, Refined

Normal Propyl Alcohol,

Ammonium Sulphate

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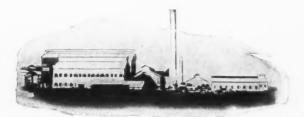
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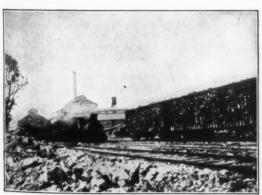
One of the great Cuban sugar mills where molasses is obtained

Helping to stabilize the cost of alcohol

TO keep the great plants of the U.S. Industrial Alcohol Co. in continuous operation, millions of gallons of molasses—the principal material from which alcohol is made—must be supplied every month.

Not only must the supply of molasses be plentiful and steady, but the vast quantity needed must also be of uniform high quality.

To provide this economically is no easy task. It would not be possible at all if the U. S. Industrial Alcohol Co. were not well equipped in organization and facilities for handling it.



A shipment of cane sugar being delivered at the mill



The company's own barges transport the molasses to the coast

This organization obtains its needed supply of molasses at its source—the great sugar mills of Cuba. There the company's experts are in direct touch with sugar conditions. They arrange for supplies of molasses long in advance—thus minimizing the necessary fluctuations in the cost of production. There, also, they test the molasses for quality and uniformity before accepting it for shipment.

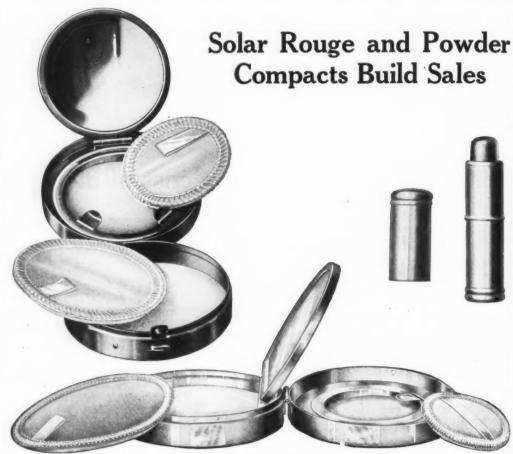
The company's Cuban facilities consist of light draft steamers, barges, and tank cars for bringing molasses to its tank storage on the coast. There, its fleet of large ocean-going tank steamers transport it directly to the plants in this country, where it is converted into alcohol.

Such control over its supply of raw materials enables this far-reaching organization to insure its customers not only prompt and uninterrupted service, but also unusual stability in the prices of its alcohol.

U. S. INDUSTRIAL ALCOHOL CO.

EXECUTIVE OFFICES-110 EAST 42nd STREET, NEW YORK

Sales branches in all principal cities



A superior product always wins out in the long run. Once milady has tried Solar Rouge and Powder Compacts, nothing else will quite satisfy her. She may turn to something else momentarily, but she will return inevitably to the product that gives her real service.

The coloring of Solar Rouge and Powder Compacts is natural; the powder is soft and velvety; and the tablets are so skillfully made that they do not break or crumble. Through our new process we have entirely eliminated the shiny mica so commonly shown in rouges. This means Service—service that in the long run alone will really satisfy women. And that is why Solar Compacts sell so readily.

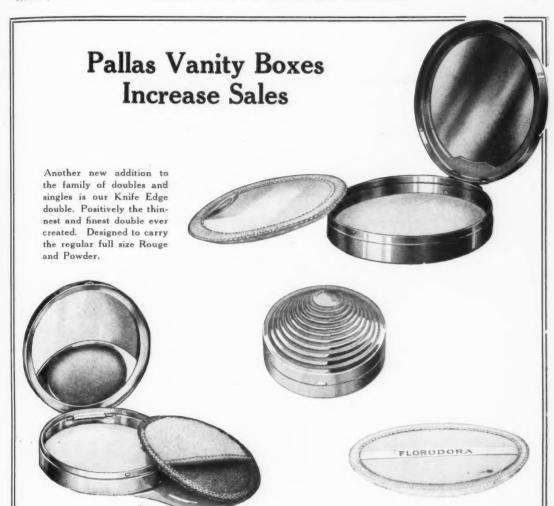
Solar Rouge or Powder under your own brand means that you are offering your trade the very best and most respected product. If you think well of your other products you must have Solar Rouge and Powder as fitting companions.

SOLAR LABORATORIES

INCORPORATED

435 East 24th Street New York, N. Y.





Pallas Vanity Boxes set a new standard of beauty, a new measure of convenience, and a new brilliancy of lustre and finish.

If you compare Pallas Vanities we feel sure you will agree that they are of surpassing beauty and service—and they are offered in all popular styles, colors and finishes.

Our "Bako" finish makes boxes untarnishable. Just think what it means to have a box that will look freshly finished and retain its original finish until the compacts are all used up.—If this means anything to you—use Pallas boxes for your branded Rouges and Powders.

Pallas Mfg. Co., Inc.

Mott Haven 4254

459-463 E. 133rd St.

New York

TUBES

Tin Lead Tin Coated Plain and Decorated



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Atlantic Manufacturing Co. 46-56 Nassau Street ... Newark, N. J.

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Write for samples and full information as to how our Crystal Finish may be applied to your containers.

The accompanying photographs illustrate new creations in ¼ and ½ ounce sizes for popular priced packages.



NEW CRYSTAL FINISH

¼ oz. capacity

A sparkling, crystalline, polish—heretofore associated only with cut glassware—is now imparted to our bottles by a special operation. This is known as Crystal Finish and is available at a surprisingly attractive price.



CARR-LOWREY GLASS CO.

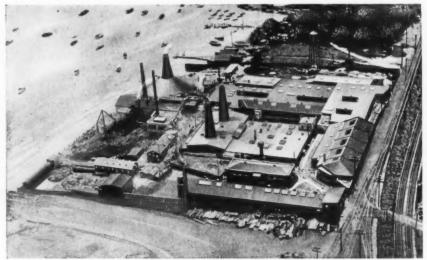
MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE 41 East 42nd Street CHICAGO OFFICE 1944 Conway Bldg.



No. 1098 with Stopper No. 1095 ½ oz. capacity





Airplane View of our Plant



E have found a way to put Carr-Lowrey quality into moderately priced glassware. This means that you can offer a quality package at a popular price.

CARR-LOWREY GLASS CO.

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LOOSE POWDER CASE

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SIMPLE TO OPERATE AND REFILL

ALL STANDARD FINISHES

OTHER PRODUCTS—COMPACT CASES—DOUBLES, SINGLES, LIPSTICKS.

LET US CREATE A PACKAGE FOR YOU!

MAJESTIC METAL SPECIALTIES, INC.

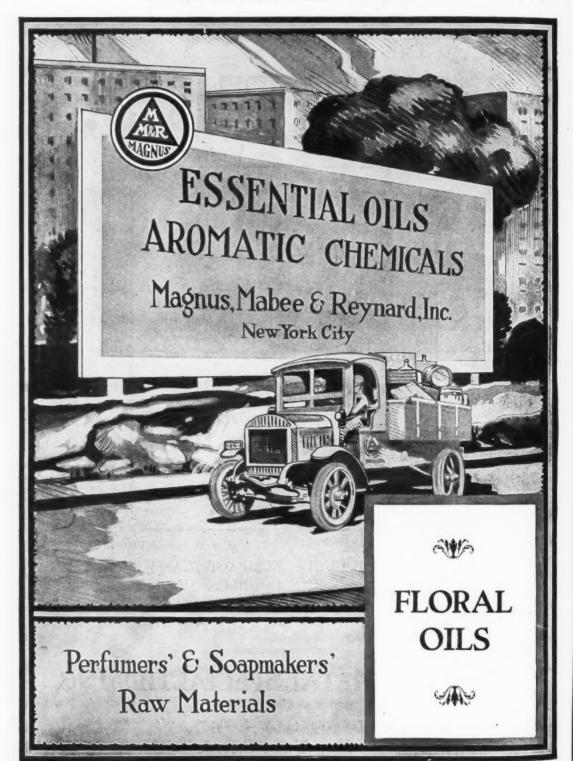
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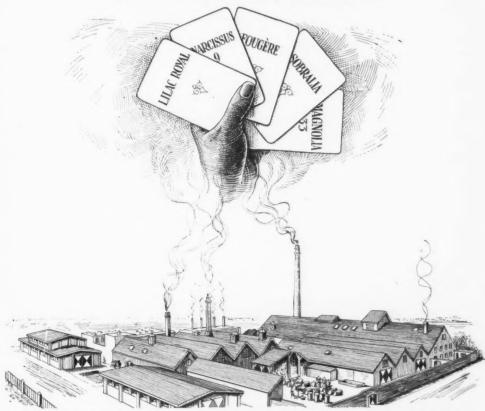
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A Delightful and
Popular Odor for
a Toilet Water ~

NARCISSUS A.

\$20.00 per Pound — \$1.35 per Trial Ounce

SEND FOR A SAMPLE

L. A. VAN DYK Manufacturing Chemist

20 East 12th Street New York 6 No. Michigan Avenue Chicago

French Cosmetic Mfg. Co. 85 Crescent Ave. New Hochelle, N. Y.

New Mochelle, N. Y.

Gentlemen:

Enclosed please find
our contracts for your
Mee Process Compacts and
Gentified Lipatichs.

We cannot help but
compliment you on your
wonderful products.

Yours very truly,
A. FERPUMER

We cater to the manufacturing trade exclusively



A PERFUMER



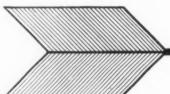
No. 600 Sliding Eyebrow Pencil



No. 2100 Lip Stick Swivel type tube



No. 800 Lip stick



SOURCE—OF



SATISFACTION



Convex twin Vanity — made in 1½" and 2" sizes

Samples and prices cheerfully furnished on request

New Process Compact

THE FRENCH COSMETIC MFG. CO., INC., IS EQUIPPED AND HAS FACILITIES TO MANUFACTURE THE FOLLOWING ITEMS IN LARGE QUANTITIES:

- 1. ROUGE AND POWDER TABLETS
- 2. LIP STICKS
- 3. LIP POMADE
- 4. EYEBROW PENCILS
- 1. ROUGE AND POWDER 5. WATER COSMETIQUE (Mascara)
 - 6. FACE POWDERS
 - 7. TALCUM POWDER
 - 8. BATH SALTS
 - 9. BATH DUSTING POWDER

No. 5000 Lip stick hinge cap swivel type





French Cosmetic Mfg. Co., Inc. 85 Crescent Avenue New Rochelle, N. Y.

In the manufacture of the first five products we have three methods—

- (a) Package complete under your own private label.
- (b) In bulk to accommodate any style or size suitable for your special containers.
- (c) We will complete your package.

Face powder, talcums, bath salts and dusting powder fur nished either in bulk or complete your package.

All of our products are manufactured and fabricated wiguaranteed pure colors free from all poisonous ingredier approved by the U. S. Department of Agriculture.



No. 72



No. 270



No. 215



No. 23



No. 233



No. 18

Make Your Bath Salts Bottle Distinctive



No. 237

with one of our especially designed continuous thread or friction top caps.

These are furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. The designs include the popular panel top and are mechanically perfect.

We also specialize in distinctive caps for talcum and tooth powder cans as well as jars.

We would be glad to submit samples and data showing how one of our distinctive metal caps will improve the appearance of your package.



345 ELDERT ST., BROOKLYN, N. Y.

Frank S. Hyatt President & Treasurer





No. 232



No. 238



No. 184



No. 23





No. 186



No. 269



Our New PATENTED Machine Process

Removes Mould Marks and Other Surface Defects from Bottles and Creates Our "LUSTRUS" Finish. A Highly Polished, Brilliant, Smooth Surface for Bottles.

- Small Additional Cost for Real Results -

SWINDELL BROS.

BALTIMORE, MARYLAND NEW YORK OFFICE — 200 FIFTH AVENUE

SWINDELL BROS.

BALTIMORE, MD. ESTABLISHED 1873



CTRIVING to keep abreast of the times we ducing such bottles as are are continually designing new style containers for Perfume and Toilet Water bottles, Talcum Jars, Cream Jars and Bath Salts Jars, as well as many other bottles required by the manufacturers of toilet goods.

We also have a fully equip- factory in Baltimore.

ped department for prorequired by chemical houses, which are made in uniform capacity and color with perfect grinding.

We solicit your inquiries, and invite an inspection of our samples, at either the New York Office or our

NEW YORK OFFICE: 200 FIFTH AVENUE

Latest Achievement in the Manufacture of

BATH SALTS

Simplicity! Economy! Quality!

COLOROMES

will solve your perfuming and coloring problems—will solve the problem involved in the purchase and use of alcohol, pure or denatured.

Now only two ingredients are necessary to produce wonderfully perfumed and colored bath crystals:

The PLAIN BATH CRYSTAL and a COLOROME

DIRECTIONS: Mix 1 lb. of salt with $\frac{1}{4}$ oz. to $\frac{1}{2}$ oz. of a Colorome (depending upon the size of the crystal); allow to dry for a few hours, when a perfect product is ready for packaging.

Bath Salts made up with Coloromes will not fade when exposed to light, and will not stain bath tubs.

Coloromes will stand up in any kind of salt, neutral or alkaline.

COLOROME is a highly concentrated solution of a Felco Perfume Oil (specially compounded for the purpose) and of an appropriate dye, in a harmless solvent, which is odorless, non-toxic, non-irritating, and quickly evaporating.

Following is a list of our Coloromes, of various odors and shades:

COLOROME MUGUET—GREEN

- " EAU DE COLOGNE-GREEN
 " VIOLET-PURPLE
 - TREFLE—PURPLE
- " LILAC—LAVENDER
 - EAU DE LAVANDE-LAVENDER

COLOROME FEW FLOWERS—BLUE

- FRENCH ROSE—PINK CHERRY BLOSSOM—PINK
 - JASMIN—AMBER No. 1
- IDOL—AMBER No.
- NARCISSUS—AMBER No. 2

and many others of popular French type

Samples and quotations upon request

If you manufacture bath salts at present, or contemplate doing so, write to us and we will save you time, trouble, and money.

FELTON CHEMICAL COMPANY, INC.

Manufacturers of Aromatic Chemicals and Synthetic Flower Oils

61-65 TAAFFE PLACE

BROOKLYN, N. Y.



POWDER PUFFS FOR PACKAGE





Lambskin Wool Velour Eiderdown

Quality Puffs at Quantity Prices

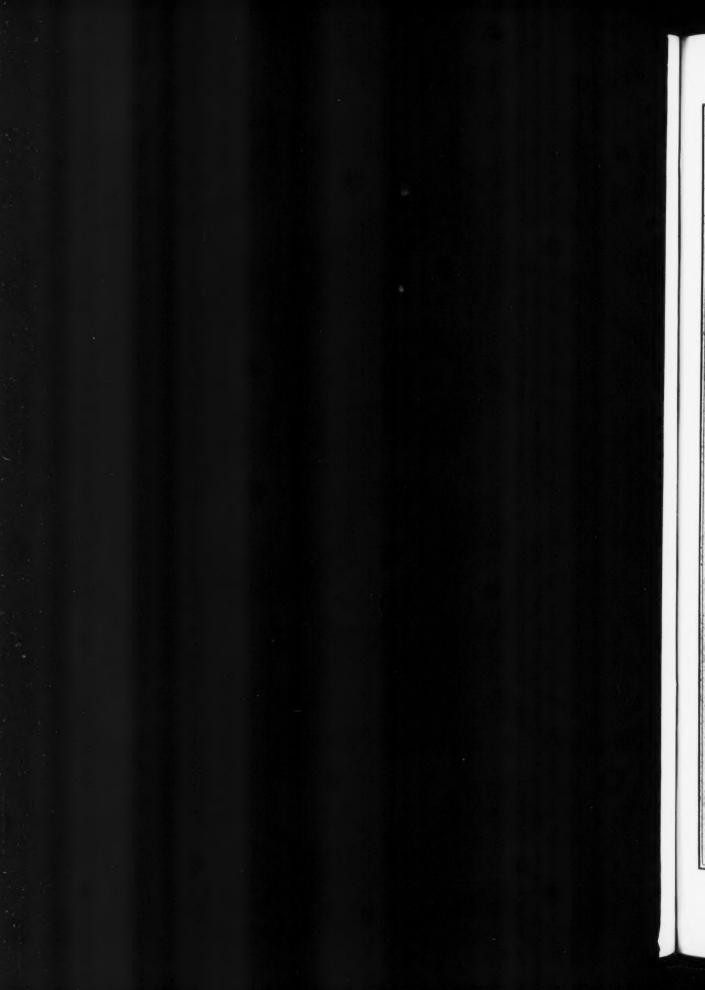
Let us suggest the proper puff for your new packages

VALMONT DIVISION OXZYN COMPANY

154 Eleventh Avenue New York, N. Y.

Capacity 1000 Gross Per Day





"SERVICE FOR THE MANUFACTURING TRADE EXCLUSIVELY"

Compacts

Rouge and Powder

Lip Rouge Cosmetique Eye Brow Pencils

Quality and Service

> Originators of NATURAL ROUGE for Brunettes, Blondes and Olivettes.

OXZYN COMPANY

154 11th Ave.

New York City

In Business Since 1874

Our colors are analyzed periodically for their purity and safety by one of the leading Testing Laboratories of New York City. We guarantee our Lip Rouge and Compact Rouge to be absolutely safe and not harmful even if absorbed by the skin.





MANUFACTURERS OF

Terpineol Heliotropin Thymol Violet Art. Menthol Benzaldehyde Benzylbenzoate Anethol Methyl Anthranilate Aubepine Benzyl Alcohol Borneol Bromstyrol Phenylethylacetate Peach Aldehyde Safrol Nerolin Cinnamic Aldehyde Ethyl Cinnamate Terpinyl Acetate Citral Geraniol Citronellol

CENTAFLOR

(Lily Base)

ESSENTIAL OILS

FLOWER OILS (Art.)

(Our Own Distillation)

TERPENELESS OILS

Sole Agent for United States and Canada

P. R. DREYER

15 Platt Street NEW YORK



Chicago: 33 W. Illinois St. Detroit: 305 Donovan Bldg.

Philadelphia: 5707 Warrington Ave.

Boston: 173 Milk St.

Kansas City: 2932 Fairmount St. Louis: 305 Arsenal St.





BRANCH FACTORY AT ST-JOSEPH

THE FIRST HOUSE TO ESTABLISH
A SPECIAL FACTORY
IN THE FLOWER FIELDS

BERTRAND FRERES

Established 1858

Main Factory: Grasse

GRASSE

Branch Factory: St. Joseph

Sole Representative in the United States and Canada:

P. R. DREYER

15, Platt Street

New-York, N. Y.

SPECIALTIES:

FLORAL ESSENCES

Liquid and Solid

Absolutes and Pomade Concentrations

OILS; Lavender, Rosemary, Spike Lavender, Thyme (White and Red), Neroli Petals, Petitgrain, Vetivert Java, Geranium (African and Bourbon), Geranium sur Roses, Oak Moss, etc.

BERTRAND FRERES

Established 1858

MAIN FACTORY GRASSE **GRASSE**

BRANCH FACTORY ST. JOSEPH

Sole Representative in the United States and Canada

P. R. DREYER

15 PLATT ST. NEW YORK, N. Y.

REPRESENTATIVES

DETROIT, MICH. 305 Donovan Building CINCINNATI, O. 208 Main Street ST. LOUIS, MO.

305 Arsenal Street

Western Representative

C. A. SENGER

33 W. Illinois Street

Chicago, Ill.

REPRESENTATIVES

KANSAS CITY, MO. 2932 Fairmont BOSTON, MASS. 173 Milk Street PHILADELPHIA, PA. 5707 Warrington Ave.



Two and two-and-a-half inch thin models are leading all other numbers in popularity. Our very thin vanities are offered in a wide selection of new, single and double models in all finishes and designs. They are sales builders.

Our other new items include:

Smart Hand-Painted Vanities.

Lipsticks and Eyebrow Pencils.

Loose Face Powder and Talcum.

Write for full information about our new line and the help we are ready to give to perfumers.



Le Marcelino Company

189 Sixth Avenue

New York, N. Y.







on the Cruise —

Milady's favorite cosmetic in a Zinn Compact Box is doubly salable and in demand. Nowhere is this compact box out of place; it is perfectly at ease from the yachting cruise to the most elaborate and formal of receptions or social gatherings.

And yet it costs no more.

The Zinn with its super-durable, odorless, tarnish and perspiration proof finish, greatly enhances the very best and highly popular of cosmetics.

The Zinn knows the "way" into the society of the elite—let it introduce your products wherever it is found.

Want Samples?

The Zinn Corporation

Bristol, Conn.

New York Office 110-112 East 13th St. Western Representative Chas. A. Rindell, Inc., 64 W. Randolph St., Chicago, Ill.



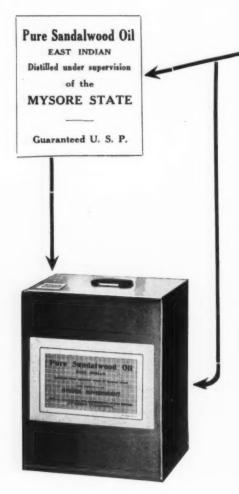
COMPACT BOXES

Mysore Government Sandalwood Oil

Sole Distributors

ESSENFLOUR PRODUCTS LTD. MYSORE (S. INDIA)

Distillers of Essential Oils and Manufacturers of Perfumery Products



These Labels are Your Guarantee of Genuine Sandalwood Oil

Most of the genuine sandalwood and all of the best sandalwood grows within the borders of the Mysore State, and is a Government monopoly. No wood is sold and none is distilled except under state supervision. The only sandalwood oil recognized either by the U. S. P. or B. P. is that distilled from the wood of Santalum Album (Fam. Santalacea). As a result, nearly all the Sandalwood Oil used today, is supplied by the Mysore Government directly or indirectly.

The Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P. but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

From the fact that the price of Mysore Oil in original packages is quoted at a higher figure than the so-called U. S. P. oil it is evident that the former is accepted as the standard of quality while at the same time some reflection is cast on the probable genuineness of the latter. On this point we can only repeat that the purchaser of original Mysore packages is sure of what he is buying.

Sole Agents U. S. A.

COX, ASPDEN & FLETCHER

TELEPHONE RECTOR 4586 26 Cortlandt Street NEW YORK CITY CABLE ADDRESS COXASPDEN, N. Y.



The First Year

A little more than one year ago a modest shipment of five thousand compacts was sent from our laboratory to a Perfumer whose order stands as number one upon our list.

That shipment was the introduction to American Perfumers of the dry process compact pressed from a base that fully retains the soft, clinging texture of the finest loose powder.

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Each succeeding month saw an increasing number of brands adopting Apli Process Compacts. Twelve months later, in the month of June 1925, three hundred thousand rouge and powder compacts were shipped from our laboratories.

The charm of those compacts now is known wherever lovely women dwell and that, we think, is the whole world.

Gladly we express our deep appreciation of the patronage given us and we acknowledge with thanks the many evidences of good will displayed by our associates in this facinating industry.

And we deem it significant that only two of the one hundred and twelve Perfumers using Apli Process Compacts have expressed an interest in the loose powder vanities.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

151-153 West Nineteenth Street · New York

Western Representative: W. M. FRANCKE, 112 West Ohio St., Chicago, Ill.



Individuality and Success

The importance of distinctively correct shades for rouge and powder compacts can scarcely be overestimated. The creation of original shades when correctly judged has met with immediate approval.

Glebeas' Rosetone Miner's Carrot Rouge Helena Rubinstein's Red Raspberry

These are examples of especially created shades that have brought most profitable reward.

To those Perfumers who desire the creation of an exclusive shade in an Apli Process rouge or powder, we offer the benefit of our experience and the facilities of our laboratory.

To Perfumers only samples will be submitted on request.

Rouge Compacts

Powder Compacts

Dark Raspberry Light White French Rachel Flesh
Flame Orange Medium Rachel Mauresque Naturelle

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

151-153 West Nineteenth Street · New York

Western Representative: W. M. FRANCKE, 112 West Ohio St., Chicago, Ill.

Printed by Service Department

American Perfumer

Dainty Novelty Vials









Vials



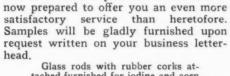








CAIRO 14 oz. capacity; supplied with very attractive individual perfume boxes (boxes at cost) or packed in bulk. (Patented July 1, 1925.)



Twelve

Shown Above are Made in Two Sizes Only-1 and 2 Dram.

We have recently added several new and distinctive shapes to our extensive line of miniature perfume vials and are

> tached furnished for iodine and corn cure bottles, 1/4, 1/2 and 1 oz. sizes. Eye pipettes with Barnes style nipples attached in ½, ½, 1 and 2 oz. sizes for dropping bottles. We have a complete stock of all these goods ready for immediate shipment.

Glass Products Co.

Vineland, N. J.

Pacific Coast Representatives

THE A. C. RIDDELL CO.

21 Spear St. 316 Commercial St. Sen Francisco, Cal. Los Angeles, Cal.

Western Representative

E. MARX CO.

140 No. Dearborn St. Chicago, Ill.



VOLSTEAD

I dram capacity. Furnished in golden amber glass handles; packed in bulk or in individual perfume boxes (boxes at cost); corks supplied at cost.



DICE" VIALS (Patent Pending)

Capacity 3 cc. Are sold in pairs. Best grade corks. We can furnish boxes to hold a pair of these vials (at cost).



/4 oz. capacity; in bulk or with individual per-fume boxes and corks (boxes and corks at cost); choice of blonde or auburn wigs. (Pat-ented June 10, 1924.)

RHO Florasynth Quality

Absolute 0

Made From Geranium Bourbon,

FLORASYNTH LABORATORIES, INC.



MANUFACTURING CHEMISTS

EXECUTIVE OFFICES AND WORKS UNIONPORT, NEW YORK







OIL PEACH KERNEL

"StaffAllen's"

Prepared from selected peach and apricot kernels by a carefully controlled cold-pressing process, Stafford Allen & Sons' Oil Peach Kernels are for many purposes superior to the so-called French Almond Oil and second only to Oil Almonds Sweet True "Staff Allen's" which we recommend unreservedly for the best resultant in the finished cosmetics.

The manufacturer of toilet creams and hand lotions who finds "Staff Allen's" famous Oil Almonds Sweet True a trifle too expensive for his use may investigate to advantage the possibilities of their Oil Peach Kernels, also known as Oil Almonds Sweet Persic.

UNGERER & CO. STAFFORD ALLEN & SONS
New York London

Copyright, 1925, Ungerer & Co.

Commonwealth Chemical Corporation

The rich fragrance of our Coumarin is due to its absolute freedom from chemical by-odors. Its proper use will not impair even the most delicate of perfumes and flavoring extracts.

Discriminating buyers need only send for a sample of our product to be convinced.

The MATHIESON ALKALI WORKS Inc.



the Manufacturer

Bicarbonate of Soda Sesquicarbonate of Soda Liquid Chlorine-Caustic Soda Bleaching Powder-Soda Ash

Special Announcement

We herewith wish to announce to our many friends and patrons that we are the

United States and Canadian Representatives

DRAGOCO

Holzminden, Germany

We carry a complete stock of their merchandise and especially offer the following as being representative of the high standard products manufactured by them:

Aurantiol 100% Benzyl Acetate ff Cl Yara Yara Benzyl Alcohol ff Cl Benzyl Benzonate ff Cl

Bromelia Citronellol CP Geraniol Superfine

Samples and prices furnished upon request

COMPAGNIE DUVAL

32 Cliff Street

New York City

Sole Agents for U.S. and Canada

D. M. BAKARDJIEF Karlovo, Bulgaria DRAGOCO -Holzminden, Germany MARIO DE PASQUALE - Messina, Italy SCHMOLLER AND BOMPARD Grasse, France





STANLEY

CAIRT MIETAIL SIEAULS



MAKE THE PACKAGE
MORE ATTRACTIVE



THE STANLEY MFG. CO.

DAYTON, - OHIO



Time doesn't seem to count with

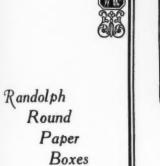
ART METAL SEALS

They will always look bright and attractive on your package.

There Is No Obligation When You Write Or Phone Our Nearest Representative For Samples And Facts.

- New York City Representative . . S. WOODSON HUNDLEY 202 W 92nd Street. Phone Riverside 9830, NEW YORK CITY N. Y.
- Middle Western Representative . . . CHAS. A. RINDELL, Inc. Suite 505 Garrick Bldg., 64 W. Randolph Street, CHICAGO, ILLINOIS
- California Representative R. F. STIDHAM
 P. O. Box 141, OAKLAND, CALIFORNIA
- Southern California Representative - RICHARD HOFFMAN
 418 Central Building, LOS ANGELES, CALIFORNIA
- Cleveland Representative CLEVELAND NOVELTY COMPANY 820 West Superior Avenue, CLEVELAND, OHIO
- Michigan Representative R. M. STEVENSON
 305 Donovan Building, Telephone Randolph 4763, DETROIT, MICH.

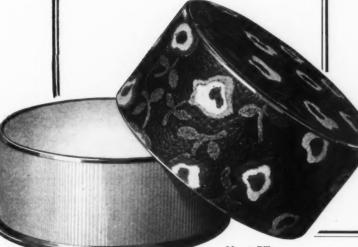
THE STANLEY MFG. CO.







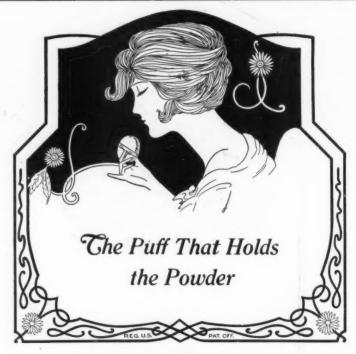
Especially Appeal to Feminine Taste

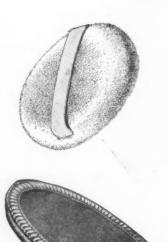


No. 1 PT

THE RANDOLPH PAPER BOX Co., INC.

Makers of Fine Paper Boxes Since 1877 1307-1313 Ross Street RICHMOND, VA.





The first impression of a Cosin vanity puff and dusting powder puff is the impression of quality.

The soft, deep, downy pile of the dusting powder puff; the rich lustre of the back of the vanity puffs with the evenness of the stitching all contribute to the beauty of the puffs which is matched only by their pliability and serviceableness.

A Cosin puff stamps the seal of quality on your package.

THE COSIN

133-141 West 21st Street

BATH SALTS

In Bulk and Complete Packages Scientifically Manufactured

WE manufacture bath salts in any tint desired, perfumed with any odor you specify, either in bulk or in complete packages under your own brand. Our salts are tinted with the best colors—and our tints are *transparent* and *do not fade*. We also manufacture our own perfumes.

Loose Face Powder

Any Quality—Any Quantity

Our face powders whether of the cheaper grade or the higher grade, are manufactured with the same careful process that we employ in all of our other products. The texture is fine, the powder is soft and adheres readily and easily and our tinted powders are guaranteed to be absolutely uniform in shade, through and through.

Rouge and Powder Compacts

COSIN Rouge and Powder Compacts fulfill the needs of even the most fastidious, because the compacts are made to withstand natural handling, yet they retain the fine, rich, velvety texture which is uniform throughout. The natural, pure coloring and the ease with which the powder is taken up and applied, combine to make our compacts preferred wherever quality is compared.

COMPANY, INC.

NEW YORK, N. Y.

Why Our Prices are So Attractive



No. 520 21/2 Inch—High Polish

Just now perfumers are scrutinizing prices with great care. Our large scale production makes it possible for us to offer high quality rouge and powder compacts at most attractive prices. We are able to effect unusual economies because—

- 1-We control the entire output of several large metal container plants.
- 2-We manufacture all our compacts.
- 3-We do all our finishing and buffing.
- 4-We manufacture our own vanity puffs.
- 5-We do all our own plating and coloring.
- 6-We do our own art work.



No. 520 21/2 Inch—High Polish

These factors place us in a position to quote you prices which are astonishing.

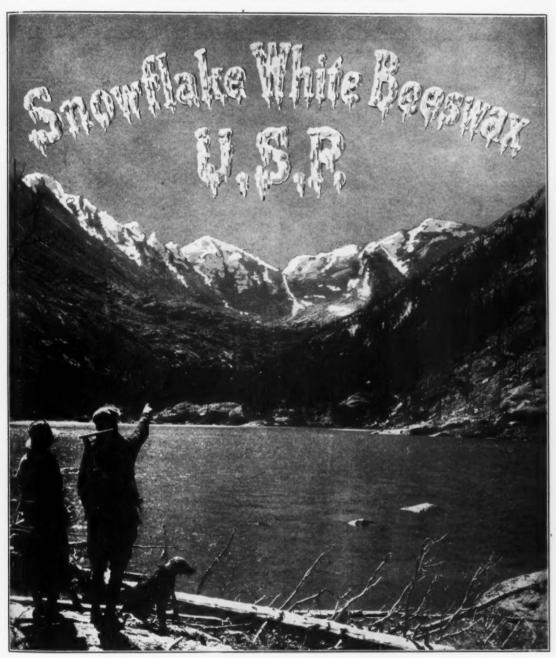
Every department is managed by men who have spent many years specializing in this field of manufacture.

We will supply compacts, boxes, puffs, or the complete package under your own name and brand.

Write for Samples and Prices

THE REICH-ASH CORP.

Largest Manutacturers of Cosmetics and Novelties
59-61 Reade Street New York



Snowflake Brand White Beeswax U.S.P. is endorsed by the drug and chemical profession for purity and whiteness. The toilet cold cream manufacturers whose requirements are most discriminating emphasize its perfection. Stocks carried at all branch offices.

E. A. BROMUND CO.

BLEACHERS AND REFINERS OF

258 Broadway, New York City

BEESWAX

Bleachery: Elmsford, N. Y.

REPRESENTATIVES

Frank B. Tracy, 8 So. Dearborn St., Chicago, Ill.

C. L. Iorns, 826 Clark Avenue, St. Louis, Mo.
The Raymond Company, 149 California St., San Francisco, Cal.

TRADE MARKS

ARE VITAL ASSETS

HE perfume, toilet preparations and allied industries are more dependent upon their individual trade names and artistic attractive packages for the expansion and preservation of their business than most other industries.

While the basic trademark and patent laws are fixed, their application is subject to continual variations and changes due to the constantly progressive ideas of the courts.

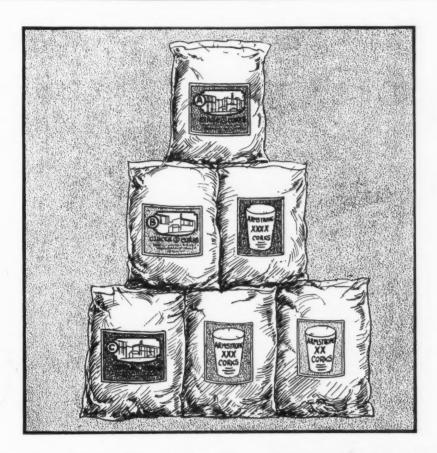
Rights under these laws are involved in an intricate tangle of decisions impossible of correct understanding by any one other than an expert patent and trademark attorney.

The business man cannot afford to guess in a matter of such vital importance to the existence of his business, as the matter is too closely allied with his profits to be superficially considered or entirely ignored. He must know—and

know positively—that his property is properly protected from invasion and that he is not trespassing upon the rights of others.

THE Patent and Trademark Department of THE AMER ICAN PERFUMER & ESSEN-TIAL OIL REVIEW is organized to give proper advice and protection to its readers. It is under the management of an expert patent and trademark attorney of many years' experience and prac-Its files and records are most complete for a determination of any problem that may be presented. It is capable of furnishing information upon all branches of these laws and in rendering as accurate decisions as may be possible under any particular set of circumstances. It is a highly organized legal department capable of advising you and of protecting your legal rights in both the Patent Office and the Courts.

Submit your problems to the
PATENT AND TRADEMARK DEPT.
Perfumer Publishing Company
14 Cliff Street, New York



Why Corks Should Be Bought by Name

If all corks were graded according to official standards, like steel, it would be an easy matter to buy them. You could simply compare prices.

But unfortunately such is not the case. Every maker of corks classifies his product according to his own ideas; hence, there will be notable differences in the price and quality of corks marked XX, XXX, or XXXX, as the case may be.

So the cork user cannot safely buy on price alone. His wisest course is to purchase a brand that has earned a reputation for uniform quality over a long period of years.

Since 1860 the name Armstrong has stood for the best that can be produced in corks.

ARMSTRONG CORK COMPANY
139 Twenty-third St., Pittsburgh, Pa.

Armstrong's Corks

A grade for every need-Every sack guaranteed

Metal Goods of Quality



The only really satisfactory refill device. No loose parts—always in place.

Double Vanity Cases 2" and $2\frac{1}{2}$ " Single Vanity Cases $1\frac{1}{2}$ ", 2" and $2\frac{1}{2}$ "

New "Convex" Design
Single and Double 2" and 2½"
Write for full information.
Beautiful engraved designs to

order.



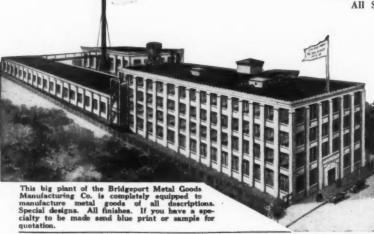
Perfume Bottle Caps—Special Designs and Finishes







Lipstick Containers All Sizes



The Bridgeport Metal Goods Mfg. Co.

Fetablished 1909

Bridgeport, Conn.



ALLONDON

GENEVA

(Switzerland)

Premier Manufacturers of D Synthetic Aromatic Chemicals for Perfumes, Soaps and Toilet Preparation

Made under the personal supervision & after processes of Prof: A. Kaufmann, formerly Professor of Organic Chemistry, University of Geneva.





Linalool and Linalylacetate

Some weeks ago the prices for Linalool and its Acetale have considerably lowered but not at all in accordance with prices paid for Essence of Bois de Rose at that time. The analysis of the products in question clearly showed us that they were not made out of Bois de Rose but of Shiu-Oil and that their quality cannot be compared with our standardized products (see our inserts which already appeared). In order to enlighten everybody we publish hereafter the analysis of the best samples we had at our disposal, viz.:

Linalool from Shiu Linalylacetate from Shiu $d_{15}^{15} = 0.8713$ $d_{15}^{15} = 0.9100$ $[a]_{D}^{20^{\circ}} = -17.80^{\circ}$ $[a]_{D}^{20^{\circ}} = -7.17^{\circ}$ $n_{D}^{20} = 1.4627$ $n_{D}^{20} = 1.4523$ Contents of Acetates = $90.55 \%_0$ of which Linalylacetate = $87.23\%_0$

Comparing these figures with the guarantee we have given sometime ago, viz.:

Linalool	Linalyle	cetate
$d_{15}^{15} = 0.866 \text{ to } 0.867$	EXTRA	SUPREME
10	$d_{15}^{15} = 0.904$ to 0.906	$d_{15}^{16} = 0.906$ to 0.907
$[a]_{D}^{20} = \text{at least } -20^{\circ}$	$[a]_{D}^{20} = -8.1^{\circ} \text{ to } -8.5^{\circ}$	$[a]_{D}^{20} = -7.7^{\circ} \text{ to } -8.3^{\circ}$
$n_D^{20} = 1.462$	$n_D^{20} = 1.451$ to 1.4515	$n_D^{20} = 1.450$ to 1.451
	Contents of Acetates: 92-94 %	Contents of Acetates: 97-98,5 %

and the constants that one should find for a Linalylacetate pure of Bois de Rose having 90%, namely:

$$d_{15}^{16} = 0.9027$$

 $[a]_{D}^{20} = -9.72^{\circ}$
 $n_{D}^{20} = 1.4513$

you will readily notice that the density of the derivatives of Shiu-Oil is much too high and their rotary power too small. The odor is not exactly the same; it has a smell of camphor, borneol etc.

We would lay special stress on the fact that only the Bois de Rose can yield in every respect a perfect product. In order to convince our customers still more we mention hereafter two analysises, one made with our Linalylacetate from Bois de Rose, the other of Linalylacetate drawn from our terpeneless Bergamot.

Linalylacetate		celate	Terpeneless	Bergamot
d_{15}^{15}	=	0.9049	$d_{15}^{15} =$	0.9053
$[a]_{D}^{20}$	==	− 9.68°	$[a]_{D}^{20} =$	9.54°
n_D^{20}	=	1.4506	$n_{D}^{20} =$	1.4516
ents of	Aceta	tes = 94,28 %	Contents of Acet	ates = 94,45 %

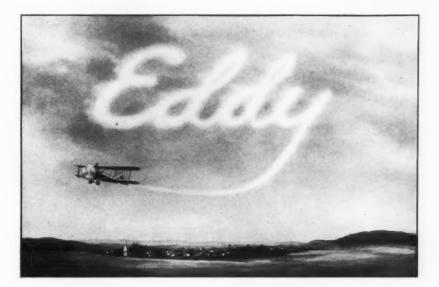
It appears that there is a complete concordance. It is now up to our clients to tell us which product they prefer. On demand we supply:

1) Terpeneless Bergamot,

Confe

- 2) Linalool and Linalylacetate from Bois de Rose with the known guarantee,
- 5) Linalool and Linalylacetate from Shiu-Oil at best prices and of perfect quality.

Usines de l'Allondon S. A.



Soaring above all others is the Eddy Service—a direct and certain means of avoiding difficulties under the Prohibition Laws and attending inconvenience and expense.

An authoritative source of which to obtain information reference Federal Prohibition matters. You are invited to test the Service.



Specialist in Prohibition Permit Bonds

ST. LOUIS, MO.



with the appearance of your package?

Do the capacities of your opal jars run true?

Have you had trouble thru loss by evaporation, caking, molding and crystallization?



322-20Z

Write to us for samples

2208-20z



307-10Z



Monongah Opal Amersealed

> White, Snappy, True Capacities

Will Please You

An absolutely airtight closure that will preserve your product.

They Cost No More

Just tell us sizes and styles wanted.

MONONGAH GLASS COMPANY

(Opal Department)

FAIRMONT

2681-1 oz

WEST VIRGINIA

Offices in All Principal Cities

MONONGAH the New Opal Ware Is Amersealed

Have you seen the new opal ware? Its opal-toned, translucent quality is a triumph of the Monongah Glass Company of Fairmont, West Virginia. Never before have exquisite perfumes, dainty creams, and delicate lotions been marketed in such beautiful containers.

Note, the caps, too. Some are gold lacquered, others are charmingly enameled. Each is distinctly in keeping with the product. *All* are *Amerseals*.

Only Amerseal Caps are considered worthy of Monongah Opal Ware—not only because of the decorative effects to which the Amerseal so readily lends itself, but because of its mechanical perfection. The Amersealed container is leak proof and secure under all conditions, no matter how many times the Amerseal is removed and replaced. Not even fragrance can escape, not even air can get in. Yet it turns so easily with a gentle twist of the wrist that a child can unseal or reseal it.

The scientific mechanical construction of the Amerseal enables the container to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely secure and air-tight closure, yet easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark, or slogan appear in a distinctive manner upon that portion of the container that first meets the eve.

Amerseal Your Product

A Better "Seal-and-Reseal" Is Not Possible

American Metal Cap Company

Brooklyn

New York

Branches in the following cities:

Chicago Cleveland Detroit St. Louis Los Angeles San Francisco Portland Seattle Louisville



WHY

Do some of the biggest and most discriminating houses in the country put their NAME and TRADE MARK on

KOLMAR COMPACTS BECAUSE

THEY HAVE TESTED OUR GOODS AND KNOW THEIR QUALITIES



Adhering Velvety Texture Perfect Color Blend

Our Guarantee:

We guarantee against all breakage.

We guarantee absolute purity and that our products contain only the highest grade materials obtainable in foreign and domestic markets, regardless of cost.



A True Loose Face Powder Composition

Compacts in Bulk: in our patented KOLMAR-COMPACTAINER.

Compacts in Vanities: selected from the lines of the most prominent brass-goods mfrs.

Compacts in Jewelry Cases: of rare beauty and distinction.

Compacts for Refills: in complete Refill Packages with Puffs.

Lipsticks: of the highest quality in Bulk or high grade holders.

KOLMAR LABORATORIES

647-49-51 JACKSON STREET

MILWAUKEE

Western Representative, CHAS. A. RINDELL, Inc., 64 W. Randolph Street, Chicago, Ill.

26 Years' EXPERIENCE in the Art of

BLENDING

Conc. Flower Oils and Colors

Toilet Preparations-Perfume Extracts-Toilet Waters

Uniformity—Best Values, Our Constant Aims

CHYPRE, for Perfume. 16 ozs. \$36. 8 Ozs. to gallon.

CHYPRE T.W.—16 Ozs. \$18. For Toilet Water. 1 Oz. to gal. 60% Alcohol.

OUININE "F"-16 Ozs. \$7. 1 Oz. to gal. 65% Alcohol. In odor, like imported.

For Cold Cream

Rose "E"-16 Ozs., \$25. 4 Ozs. to 100 lbs.

For Vanishing Cream

Lilac No. 100-16 Ozs., \$9. 6 Ozs. to 100 lbs. Locust Buds-16 Ozs., \$18. 6 Ozs. to 100 lbs.

For BATH SALTS

VIOLET—Cologne—Oriental—Rose— Each, 16 Ozs., \$11. 8 Ozs. to 100 lbs.

Write for complete lists, also for Booklet of Toilet Requisite Formulae; free.



EVERGREEN CHEMICAL CO.

The Oldest Concentrate House

Established 1898

CHURCH ST.

NEW YORK



Manufacturers in Quantity to Exact Specifications and Designs

VANITY BOXES CREAM JAR COVERS LIP STICK CONTAINERS
BOTTLE CAPS SHAVING STICK BOXES

EYEBROW PENCIL CONTAINERS

TALCUM POWDER CAN TOPS, ETC.

USERS of Scovill made products have the satisfaction of knowing that artistic ability and expert knowledge of trade conditions are the factors responsible for Scovill style creations, that experienced craftsmen are faithfully reproducing (in quantity) the handmade boxes fashioned by the modelmakers, and that the beauty and richness of Scovill finishes are not left to chance but are developed and controlled by the chemical staff.

Scovill containers are available in various shapes and sizes in single or double styles equipped to handle either loose or compact powder.

SCOVILL MANUFACTURING COMPANY—WATERBURY, CONN.

280 Broadway, New York 80 Federal St., Boston Franklin Trust Bldg. Philadelphia



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Member Copper and Brass Research Association

DE offer unusual service to perfumers who must have hand-made boxes of the highest quality.





KARL VOSS CORPORATION

MANUFACTURERS OF PAPER BOXES

LIPTON BUILDING FIFTEENTH STREET HOBOKEN NEW JERSEY



WE specialize in the manufacture of tubes for nasal preparations and eye ointments. A complete line of pile nozzles and special nozzles always in stock.

TURNER WHITE METAL CO., INC.

Manufacturers of Collapsible Tubes Since 1898

NEW BRUNSWICK, N. J.

"PLAIMAR" OIL

SANTALUM CYGNORUM

A Message of Economy to Soap Makers and Perfumers

ARE you interested in saving 30 to 50% on your Oil of SANDALWOOD?

"PLAIMAR" Oil of SANTALUM CYGNORUM will do the trick.

Long research, culminating in the development of the most highly scientific methods, together with the use of the finest selected wood, insure the fine delicate aroma and high SANTALOL content which give this Oil its great popularity.

It is not a novelty or untried article, but has been successfully used in this country and abroad for nearly four years under the name of Oil of Sandalwood, Australian— PLAIMAR. The botanical name has been recently adopted for the designation of this oil to avoid the possibility of confusion with Oil of Sandalwood, E. I. (Santalum Album) which is at present the official oil for drug use.

Buy PLAIMAR oil and insure uniformity of quality and regularity of supply. It is sold under the following guaranteed analysis:

PLAIMAR, LIMITED

PERTH

WEST AUSTRALIA

United States Representatives

The Imperial Export Company, Inc.

15-25 Whitehall Street, New York, N. Y.

Telephone-Bowling Green 6736

Stocks Carried in New York and London for Immediate Delivery

A.L.van AMERINGEN

Big and Little Business Now Working with ALVA JASMIN

Manufacturers, with a combined rating of over \$8,000,000 have responded to the *ALVA JASMIN* sales appeal. Three are rated over \$1,000,000; four are \$750,000 and over. And so on, down the line, to some really small concerns.

Every manufacturer who needs Jasmin will be interested in ALVA JASMIN results. Some of the firms mentioned above are national advertisers who cannot afford to take chances. They *must* have results.

Here is the way to see how this product will produce results for you.

Get a sample of ALVA JASMIN and compare it with the finest natural Jasmin obtainable. See how close to the natural, ALVA comes—and stays. Then try other synthetic Jasmins in the same test, against the natural. We feel sure that ALVA JASMIN will easily prove its merits in this trial, against all comers. Only \$28 a pound.

Send for a real sample—today.

A.L.van AMERINGEN

Essential Oils, Synthetic Chemicals,
Bouquet Bases, Natural & Synthetic Flower Oils
30 IRVING PLACE, NEW YORK CITY
180 N. MARKET ST., CHICAGO

A.L.van AMERINGEN

The Flower in One Hand A Vial in the Other

That's the way to test the odor of ALVA LILY OF THE VALLEY.

ALVA is becoming more than just a trade name. It stands for scientific effort to make synthetics approach the natural flower in all attributes.

ALVA LILY OF THE VALLEY is just as valuable a product as ALVA JASMIN. In making it, we had only one end in view: to produce a perfect oil, at a popular price.

Have we succeeded? Send for a sample and see for yourself.

Send for a sample of ALVA LILY OF THE VALLEY. Make your own tests with our sample. We'll abide by the result.

A.L.van AMERINGEN

Essential Oils, Synthetic Chemicals,
Bouquet Bases, Natural & Synthetic Flower Oils
30 IRVING PLACE, NEW YORK CITY

——Freres, we are told, remarked to one of his customers that, "A lady looks for and expects four things in a vanity box:—

First—Her favorite brand and shade.

Second—An excellent finish.

Third—A good catch.

Fourth—A clear flawless mirror."

VOU furnish her:

First—with her favorite brand and shade of powder and rouge.

WE furnish YOU:

Second—with an excellent finish (because our experts fabricate our quality vanity cases from metals made and rolled in our own rolling mills).

Third—with a good catch (because our catch is positive yet easily opened when desired).

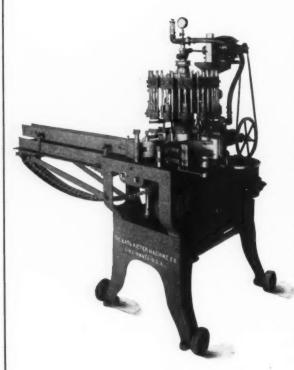
Fourth—with a clear flawless mirror (because we use only the highest grade of perfect mirror).

The Bridgeport Rolling Mills, Inc. Bridgeport, Conn.

Chicago
J. Edward Wehmer
8059 Vincennes Ave.

New York City Raymond W. Smith 296 Broadway

New-Improved-Simpler



Here is the Kiefer Automatic Rotary Vacuum Filling Machine with the new Kiefer direct vacuum system—a big improvement and convenience.

Every user and prospective user of vacuum filling equipment must appreciate these features:

No troublesome overflow jars—no overflow pump—no vacuum chambers—no air tanks—no oil vapors—no cumbersome mechanism—no complication of operating parts.

A simpler machine that does better work, is more easily operated, cleaned and taken care of.

Fills all kinds of light and heavy liquids, syrups, emulsions, shampoo, ink, etc.

Made in three sizes: 12—18—24 filling tubes. Capacity 30 to 120 bottles a minute.

Absolutely clean and accurate filling at lowest cost.

Write for catalog of our full line of hand-operated, semiautomatic and automatic filling machines.

The Karl Kiefer Machine Co. Cincinnati, Ohio

25

FIVE WORLD LABELERS

make it possible for the PLOUGH CHEMICAL COMPANY at Memphis, Tenn. to produce their record output of

20 Million Packages a Year



Economic Machinery Co. 2 Grafton St. Worcester, Mass. Worcester, Mass.

RLD LABELER

SOAP AND GLYCERINE MACHINERY

Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

Engineering Services:

Our many years' experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

Houchin-Aiken Co. Inc.

ENGINEERS & MACHINISTS HAWTHORNE, N. J.

PFAUDLER GLASS LINED EQUIPMENT

A New Low-Priced Series Which Will Interest You



Model "X"—Pfaudler Closed Storage Tank. Standerd construction with clamped-on cover; 5-in. handhole and 1½-in. nozzle in head; rubber and tin gasket, 1-in. nipple outlet with standard pipe thread. Three sizes—30, 60 and 100 gallons.



Model "B"—Pfaudler Open Mixing Tank. Equipped with Pfaudler Impeller Agitator with tight and loose pulloys. Standard construction. Made in two sizes—60 and 100 gallons.



Model "Z" Pfaudler Jacketed Mixing Tank For heating or cooling operations. Standard construction Agitator with tight and loose pulleys. Two Standard sizes—60 and 100 gallons.

- 1. All Units are made of open-hearth steel lined with the famous Pfaudler Glass Enamel,
- Equipment is built along same lines as standard Pfaudler Units sold to such Companies as:— United Drug Co., Eastman Kodak Co., Allied Drug and Chemical Co., E. I. DuPont de Nemours, Standard Oil Co., Colgate & Co., Parke, Davis & Co., Kolynos Co., and hundreds of others.
- Each tank has the special, sloping, self-draining bottom which guarantees ease of emptying and cleaning.
- 4. Prices are the lowest ever quoted on genuine glass lined tanks.
- Quantity production alone makes these prices possible. There has been no sacrifice in quality of workmanship or materials.
- 6. These tanks give you the durability of steel combined with the sanitation of glass. They will eliminate breakage from your plant.

Sign and Mail Coupon at right for new descriptive catalog and prices



The PFAUDLER CO.

Rochester, N. Y., U. S. A.

Originators and World's Largest Makers of Glass Lined Steel Equipment Branches in Main Centers

Factories at: Rochester, N. Y., Elyria, Ohio and Schwetzingen, Baden, Germany

THE PFAUDLER CO., 1925
217 Cutler Bldg., Rochester, N. Y.

Name Street

Chemical Equipment

For the Pharmaceutical and Toilet Preparation Industries

Steam Jacketed Power Mixing Kettles

(Single Motion Stirrer) Plain Iron-Porcelain Lined

Plate 114 illustrates a Stuart & Peterson Steam Jacketed Power Mixing Kettle lined with Acid-Resisting Porcelain Enamel. Stirrer and Shaft are Cast Iron covered with a coat of Acid-Resisting Enamel.

We have hundreds of patterns for Stirrers and can furnish one to meet your requirements.

Sizes: 5 Gallons to 300 Gallons

Vacuum and Pressure Stills

(Flat Cover Type) Plain Iron-Porcelain Lined

Plate 18 illustrates a 35 gallon Vacuum Kettle.

(At Left) Plate 18

35-G al lo n Jacketed Vacuum Kettle limed with Porcelain Enamel, Cover equipped with Handhole, Sight Glass and two other openings; Outlet from Inner Kettle. Price \$255.

This type is practical where a very small amount of Dome space is required. We can furnish Vacuum Kettle equipped with Condensers for either reflux or straight distillation.

Sizes: 10 to 300 gallons

(Relow)

Plate 31

100-Gal. High Model Golden Crown Chemi-cal Storage Tank with Single Motion Power Mixer and Hardwood Stirrer, Porcelain Lined Gate and Pipe. Price \$215.



We can furnish either Belt or Motor Driven Storage and Mixing Tanks in sizes from 50 gallons to 500 gallons capacity.

Stuart & Peterson Storage and Mixing Tanks are made of Cast Iron lined with Acid-Resisting Porcelain Enamel.

Plate 30

Plate 3U
100-Gal. Low Model
Golden Crown Chemical Storage Tank
equipped with ½ H.P.
Side Propeller Motor
Drive Attachment.
Price complete, \$272.

Catalog No. 232 will be gladly sent you upon request. Write for it without delay.

THE Stuart & Peterson

COMPANY

Makers of Cast Iron Enamelled Products Since 1840

Burlington, New Jersey

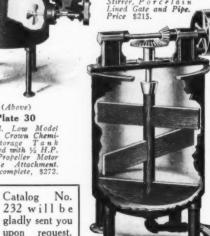
95-97 Liberty Street

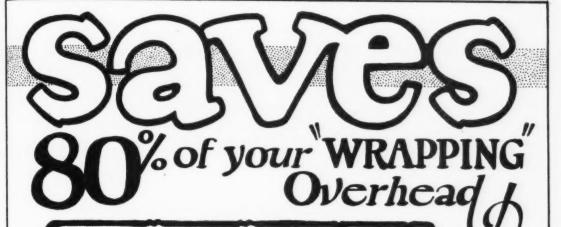
(Above)

Plate 114

50-gallon Steam Jack-eted Kettle, with Sin-gle Motion Mixer. Cast Iron lined with Stuart and Peterson Acid Resisting Enamel. Mixer blades covered with Acid Resisting Porcelain Enamel.

New York City





The AMF STANDARD Wrapping and Heat-Sealing Machine represents the highest development of efficiency in wrapping and sealing machines.

Mechanically perfect in every labor-saving and productionincreasing facility, it wraps from 65 to 120 packages per minute at considerable maintenance reduction.

Packages from the size of a small carton of Lucky Strike Cigarettes, up to a fairly sizeable package of crackers (8 x 3 x $1\frac{1}{2}$ ins.) are correctly and easily wrapped under the control of one operator with only a minimum amount of power consumed. All parts are readily accessible for cleaning.

Simple—Thoroughly Efficient— Takes Up But Little Space

All details regarding this and any other packaging or wrapping machine may be had at your request.



MACHINES for

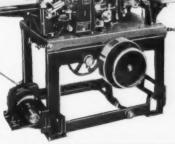
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Weighing Packing
Bagging Sealing
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Cigar and Cigarette Making Machines Stemming Machines Color Sorting Machines

Litho Transferring Machines

Vacuum and Pressure ·
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CAVALLIER FRÈRES

GRASSE (ALPES, MMES) FRANCE QUALITY KNOWN SINCE 1784

NATURAL FLOWER ESSENCES

SUPERABSOLUTES—ABSOLUTES—CONCRETES—LIQUIDS

OIL LAVENDER FRENCH

OIL ROSEMARY FRENCH

OIL VETIVERT BOURBON

OIL YLANG YLANG BOURBON

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PIERRE LEMOINE, INC.

108 JOHN STREET

NEW YORK, N.Y.

Chicago Branch: 179 W. Washington Street

BUTYRIC ETHER

Northwestern Butyric Ether has been the standard for over forty years.

INCORPORATED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN



Cellophane is a new wrapping material—unusual because it's absolutely transparent. It is strong, impervious to grease or dirt, and comes in many colors and embossed patterns.

THE public can see right through to your product if it's wrapped in Cellophane.

To make a cake of soap unusual, to save it from being commonplace, wrap it in colorful Cellophane. Dealers utilize the novel appearance of Cellophane-wrapped articles in special displays and sales. The Cellophane-wrapped product is chosen above others.

Cellophane is a new idea and paves the way for new sales methods. It gives sparkle and life, and by revealing your trade-mark it identifies your product with your advertising.

Let us wrap a sample of your product to show how Cellophane increases its appeal.

DU PONT CELLOPHANE CO., Inc.

Sales Offices: 40 WEST 40th ST., NEW YORK CITY Plant and Executive Offices: BUFFALO, NEW YORK

> Canadian Agents: WM. B. STEWART & SONS 64 Wellington St., W., Toronto, Canada





CELLOPHANE is a new and unusual wrapping material of absolute transparency; strong, durable, and impervious to grease or dirt. It is supplied in six weights, in several widths for economical cutting, and can be had in a variety of attractive colors and embossed patterns. It can also be printed.



Fox & Clarke Co., Inc.

118 East 27th Street

New York

Sole American Agents for

P. Robertet & Cie.

Paris, France

Societé des Produits de Synthese "Sopros"

Mantes, France

Inquiries for samples and prices should be addressed to

MORANA Incorporated

118 East 27th St.

New York

by whom they will be given prompt and careful attention.

LIPSTICKS EYEBROW PENCILS ROUGE PASTES COSMETIQUE

-Our Specialties-

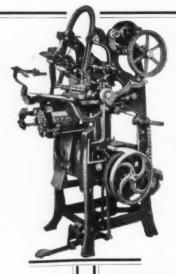
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MERVEILLE PUFF & COSMETIC CO., INC.
339 EAST 93rd STREET, NEW YORK CITY

"We Strive for Perfection"

The New

WRITE for full details about the New Ermold Labeler—hand feed and hand discharge—and the semiautomatic—the machines that cut down labeling expense and deliver a neater and cleaner package.



ERMOLD

It Insures Cleaner Neater Packages

See our exhibit in the 10th Exposition of Chemical Industries

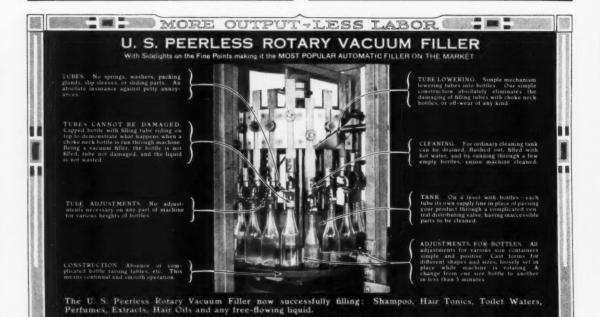
Grand Central Palace, New York September 28th to October 3rd, 1925

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World's Largest Manufacturers of QUALITY
Labeling Machines

Hudson, Gansevoort & Thirteenth Streets NEW YORK, N. Y.

CANADA GREAT BRITAIN
Freyseng Cork Co., Ltd.
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EMOLD'S SPECIAL LABELING GUM KEEPS
PERFECTLY — PROMPT SHIPMENTS

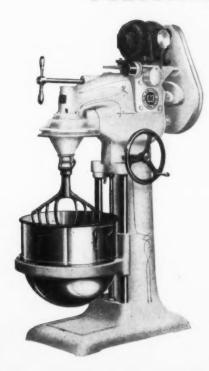


U.S. BOTTLERS MACHINERY CO-CHICAGO

Built in four sizes. Eighteen to thirty tubes. Handling bottles from two-ounce to gallons, and any shape bottle that will stand on its base. Send us samples of your containers and let us tell you more about it.

BOTTLING AND PACKAGING ENGINEERS

A REAL MIXER



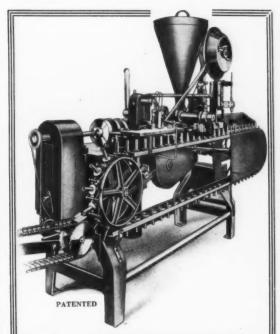
FACIAL CREAMS TOOTH PASTES SHAVING CREAMS

And Other Products of Similar Consistency

Be sure you get a Read

READ MACHINERY CO. YORK, PA.

Mixing Machinery Of All Kinds



The Weimann

- -Fills
- -Closes
- -Clips
- -Dates

Collapsible Tubes

- -Automatically
- -Efficiently
- -Rapidly

Requires only One Operator. Tubes are placed into Machine Conveyor, then automatically conveyed through the various operations.

Capacity-Smallest sizes to 2x7 in.

Production-40 to 50 tubes per minute.

Perfect Shape—Without wrinkles or kinks.
Each tube absolutely uniform. No wiping required.

Discharges Onto Conveyor Attached to Machine
—Eliminating another operation as they
are fed direct into cartoning machine.

Vacuum Cleaning Attachment—For removing surplus cream, in producing extra plump tubes.

Meets Present Day Demand for Efficient Operation and Economy in Quantity of Production.

The Weimann Bros. Mfg. Co. Derby, Conn.

MF'RS "PERFECT" COLLAPSIBLE TUBE CLIPS



BAXTER BUILT BOXES

"Baxter Quality" Perfume, Powder and Soap Boxes

SERVICE



QUALITY

The Baxter Paper Box Co.

FACTORIES IN MAINE General Offices, Brunswick, Maine

> Philadelphia Representative: Clayton F. Shoemaker, Jr. No. 310 Landrillo Road, Cynwyd, Pa.

Boston Showroom: 34 Merchants Row New York Showroom: 30 East 42nd Street



ESTABLISHED 1890

FOREIGN— ——DOMESTIC

KAOLIN ZINC OXIDE MAGNESIA CARBONATE SOAP POWDER ZINC STEARATE PREPARED CHALK

PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

STARCH

INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.

245 Front St.

New York



125,000 holes in a square inch—

If WE told you that all of our standard Sierra Cloud brand of talc would pass through a fine wire screen having 125,000 holes in a square inch (about 350 mesh) and

If we told you that our Sierra Snow is milled so fine that all of it will easily pass through a 200 mesh screen—

Wouldn't you be willing to believe that Sierra Talcs are the finest talcs on the market?

No other talc will give you, shipment after shipment, such fineness. This we will gladly prove to you if you will give us an opportunity.

Write in for samples and our new booklet "The Story of Good Talc"

SIERRA TALC COMPANY

Equitable Bank Building

Los Angeles, California



Buying by the thumb test-

Perfumers who use Sierra Talc—our famous Sierra Snow and Sierra Cloud brands—may not be equipped to make the same scientific tests that we make at our mill while preparing our talc for their manufacturing processes.

Because we employ chemists who are continually conducting new investigations and experimenting as to physical and chemical properties. They test for grain size. They experiment for softness. They check grit, color, lime content, etc.

But—there is one test that every manufacturer can make which will prove certain important advantages of Sierra Cloud and Sierra Snow.

It is known as the thumb test.

Simply place a small quantity of talc on a smooth hard surface (preferably highly polished wood or glass) and press it out with a short, firm stroke of the thumb.

If it is Sierra Cloud or Sierra Snow that you are testing you will immediately detect the absence of coarse undesirable grit, specks, spots, shiners or dirt. No ravelings or stringers. You will feel its fluffy smoothness.

It is this quality of uniform superfineness that makes our Sierra Cloud and Sierra Snow so popular among the face powder manufacturers.

SIERRA CLOUD

or

SIERRA SNOW

Our Sierra Cloud brand is obtained from the very finest dust made in the grinding process. This dust is caught in special dust collectors and is floated on air. An extra fine product for finer uses which passes through No. 25 silk bolting cloth. It is used in the manufacture of especially fine, high-grade toilet and face powders. Packed in one-man sacks.

Our Sierra Snow is milled much finer than the regular commercial grades of No. 200 mesh talc. It is as light and fluffy as ordinary flour, so that it can be readily mixed with other powders when necessary. This property gives it a marked advantage over talcs which are heavy and dense in consistency and therefore difficult to mix. Packed in one-man sacks.

We have distributors with stocks in most of the large centers. Write us for details and samples of this superior tale and a copy of "The Story of Good Tale."

New York

Boston

Philadelphia

Detroi

Chicago

St. Louis

San Francisco

SIERRA TALC COMPANY

Equitable Bank Building
 Los Angeles, California

OIL GERANIUM BOURBON

Any commodity which is selling at or below the cost of production may be purchased freely for future use with the certainty that such purchases will be advantageous. Oil Geranium Bourbon is now in this position and we advise consumers to cover future requirements liberally at once.

Our own supplies are distilled for us by the best producers in Reunion and consigned direct to us after passing the inspection of our competent and experienced representative in St. Denis. The oil is examined again on arrival and unhesitatingly rejected unless it meets our exacting requirements.

Our clients receive the benefit of organization and the volume of our purchases, securing the cream of the Bourbon production at attractive prices. Inquiries for quotations and samples will receive prompt attention.

UNGERER & CO.

New York

Copyright, 1925, Ungerer & Co.

ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

EUGENE K. PLUMLY COMPANY

N. W. Corner Juniper and Federal Sts. PHILADELPHIA, PA.

ZINC OXIDE

Zinc Oxide is one of the important ingredients in face powder. The presence of lead in Zinc Oxide is a detriment. We supply Zinc Oxide absolutely free from lead.

REMY'S POUDRE de RIZ ROYALE

is also an important ingredient in face powder and compacts, when free from gluten. Remy's Poudre de Riz Royale is free from gluten. It is the presence of gluten that makes some rice starch gummy and causes it to "turn."

Quotations on request

ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK Branch Office: 162 N. State St., Chicago

"International" Vacuum Filling Machine

Semi-Automatic, Double Head.

THIS machine was designed for continuous filling of various size bottles with the least necessary adjustment in changing. It is adjustable for size, height or neck length. Fills four bottles while others are placed in machine. Tests bottles for leaks, fills to uniform height, has no drippage, drives corks and accumulates the bottles. Overflow is returned to supply jar automatically. Filling and operation of machine operated by foot valve.

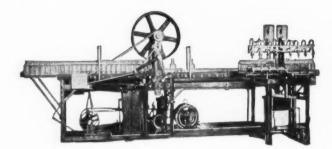
Full particulars on application

INTERNATIONAL FILLER CORP.

Factory and General Offices

Petersburg, Virginia

BOSTON L. M. Selleck 131 State St. NEW YORK R. J. Piellisch 207 Water St.



REPRESENTATIVES:

CLEVELAND A. K. Einstein Union Bldg. ST. LOUIS Gus Linhardt Pierce Bldg. CHICAGO Conway & Bailey 6 N. Michigan Ave



No. 5 PASTE FILLER

Fills Vanishing and Massage Creams Perfectly

In tubes, cans or jars at the rate of fifty a minute.

This machine is recommended for the filling of all material in paste form into tubes, bottles, cans, or jars. It will fill all materials without fluffing and will handle materials which are too heavy in consistency to operate in other types of machines.

No mixing or agitation of the material while the machine is running.

Filling is uniform and clean and can be performed as fast as the operator can place tubes on the nozzle and remove them.

This machine is particularly suitable for filling vanishing cream, shaving cream, massage creams and any materials liable to separation. It will handle materials varying from a light paste to a heavy cup grease.

ARTHUR COLTON CO.

2604 East Jefferson Ave.



*DAY Pony Mixer, Motor Driven

Special!

If It Is a Special Sifting or Mixing Machine You Need Put It Up to DAY

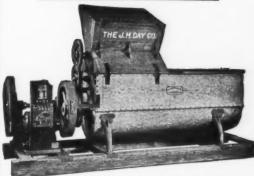
PACILITIES for manufacture and long experience enable the J. H. Day Company to offer the highest grade service in the supplying of equipment for mixing cold creams, toothpaste and other semiliquid or paste preparations in the cosmetic, dentifrice and perfumery industry, or for sifting, mixing and aerating powdered goods. DAY Pony Mixer shown above and DAY Sifter and Mixer below are only two of a long list of machinery that years of experimentation have proved superior for the processes outlined.

If you have some special problem to solve, write and tell us about it. Perhaps it is a specially built machine you need. If so DAY can supply it.

The J. H. Day Company Cincinnati, Ohio

New York Chicago St. Louis Boston Buffalo San Francisco Pittsburgh Kansas City Milwaukee Minneapolis Atlanta Columbus Dallas Philadelphia Los Angeles

*DAY PRODUCT Over 35 Years' Experience



*DAY Sifter and Mixer with Motor directly attached.



Imported Perfume Vials

Imported Perfume Vials continue to prove a good and most profitable medium for introducing a New Perfume or to stimulate the sale of a slow-moving odor. These beautifully striped Vials are all fitted with elongated leak-proof stoppers and nickel or gilt slip or screw caps. Write for our Glassware catalogue, samples and prices

Sole American & Canadian Distributors:

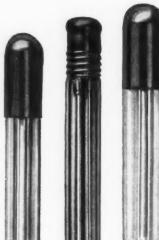
Belgian Trading Co., Inc.

15 Moore Street, New York

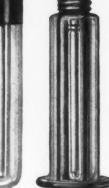
CHICAGO REPRESENTATIVE.
John C. Franzen, 3320 No. Clark Street
PHILADELPHIA REPRESENTATIVE
Clayton F. Shoemaker, Jr., 310 Landrillo Rd.,
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PACIFIC COAST REPRESENTATIVES
The Raymond Company, 149 California Street,
San Francisco, Cal.

ST. LOUIS, MO., REPRESENTATIVE Millard-Heath Company 214 Pine Street







52A-11/4 dr



51. - 2 de

HYDROXYCITRONELLAL 100%

Highest Quality

GERANIOL EXTRA

With the Odour of Fresh Rose Petals

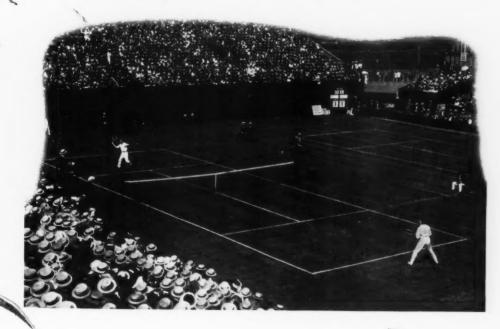
A. M. TODD COMPANY

KALAMAZOO

MICHIGAN, U.S.A.

Established in 1869

The Spirit of the Nation



Gertified Grain Alcohol

The Rossville Company

LAWRENCEBURG, IND., U.S.A.



Suppose You Were a Dealer

Wouldn't you prefer to handle perfumes, toilet waters and toilet preparations that could be depended upon not to discolor and not to lose anything of their original character no matter how long they were kept?

Certified Grain Alcohol insures satisfaction to the ultimate customer; for it retains with appealing freshness every delicate shade of your finest compositions against the ravages of time and exposure.

Accordingly the use of Certified Grain Alcohol as a solvent arms your salesmen with a vital talking point in favor of your products.

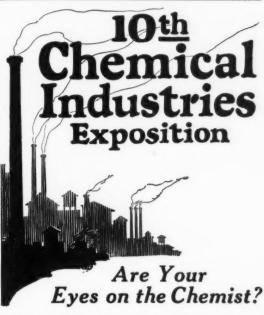
DISTRIBUTORS

Atlanta
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Detroit

The Possville Company
LAWRENCEBURG, IND., U.S.A.

DISTRIBUTORS

Louisville Minneapolis New Orleans New York Omaha Philadelphia Pittsburg St. Louis



His discoveries may change your business overnight

HIS developments are bringing about great changes in industry. The wood alcohol industry is experiencing such a change now. This is a sign of the times! New alcohols from a new source will be a feature of the Exposition. The advance of chemical research is giving industry many new products. Many industries will be changed by the startling discoveries which are constantly being made.

Chemical developments in perfumes, essential oils and the apparatus of the industry during the past two years have been tremendous.

If you don't know what they are, you have a big opportunity to get the latest facts at the 10th Chemical Industries Exposition at the Grand Central Palace, Sept. 28th. to October 3rd.

The country's leading chemical engineers will be there. Meet and talk with them. Exchange ideas. See for yourself the remarkable exhibits, the most up-to-date products, materials, and equipment in your particular field. You will bring back with you a vast store of information that will prove of incalculable use in your business.

Remember the date and place. Plan to be there.

Tenth Exposition of Chemical Industries

at New York
Grand Central Palace
Sept. 28 to Oct. 3

The Vanishing Test

A practical convincing test to the manufacturer. An assurance he is buying quality and dependability for every dollar spent.

Bischoff Flower Oils, honestly made, will stand any comparison under rigid laboratory tests.

Our customers know this and to new customers we invite comparison, by ordering trial ounces of our oils.



Synthetic Flower Oils of Proven Merit and Individuality



We offer our incomparable ROSE CONCRETE No. 1380 JASMIN No. 1634

Bischoff Synthetic Oils favorably compare with the "natural." Our samples are worth the time to honestly test.

Write for samples or trial ounces

ERNST BISCHOFF CO., INC.

135 Hudson St., also 45-47 Beach St. New York, N. Y.

Telephone Walker 2880-2881

THE TUBE BEAUTIFUL

Victor Metal Products Corp'n 188 Diamond Street, Brooklyn, N. Y.

IF YOU WANT

BUSINESS OPPORTUNITIES

Wanted—Agency or to represent manufacturer of advertised toilet preparations in New England, Address Box B. O. No. 000, care of this journal.

HELP WANTED

Wanted—Salesmen calling upon the extract trade to make connection with Pacific Coast House handling Tahiti Vanilla Beans. Address H. W. No. 000, care of this journal.

SITUATIONS WANTED

Essential oil salesman with wide knowledge of oils and synthetics is desirous of connecting with a good house. Address in confidence S. W. Box No. 000, care of this journal.

The cost is only 50 cents per line per issue payable in advance.

(The above advertisements are samples only.)

- -a good position
- —a superintendent, chemist, salesmanager or other experienced help
- -to start in business
- -to purchase a business
- —to buy, sell or exchange machinery, equipment or material
- -a formula, etc.

An American Perfumer classified advertisement will find exactly what you want.

Perfumer Pub. Co. 14 CLIFF STREET NEW YORK, N. Y.

Add the French Touch to Your Package







Marius Milou & Cie., Montelimar, France French De Luxe Paper Boxes

We take pleasure in announcing to the American trade that we have appointed as our exclusive United States and Canadian agents:

BERGERET-GRIFFON, 145 W. 45th St., New York, N. Y.

Cut Down Production Costs

Without Altering Your Products!

Many manufacturers of toilet preparations, perfumery, pharmaceutical products, etc., are building up a profitable business without revising their factory and laboratory methods from time to time.

New processes are being developed constantly; new short cuts are found, and new formulas must be added to meet the changes in public tastes for new products.

I have had over fifteen years experience in laboratory production and factory management, and can give disinterested advice on all problems of factory planning and production, manufacturing problems, formulas, operating processes, etc.

Write me confidentially.

IRVIN S. ZELUFF, PH.G.

Consulting Manufacturing and Perfume Chemist

(Chemist and Production Manager for Parfumerie Rigaud for over 15 years.)

30 PARK PLACE

Telephone: Whitehall 8739

NEW YORK, N. Y.

Private Brand Toilet Soap

WE are prepared by experience and equipment to manufacture for you highest quality toilet soaps under your own brand.

With the cumulative experience of over 75 years in soap making to draw upon and the most modern methods available our customers are assured unusual service.

Let us cooperate with you in building up your toilet soap business.

Pennsylvania Soap Co.

FOR TOILET POWDERS

Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

FRANKS CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

BROOKLYN, N. Y.

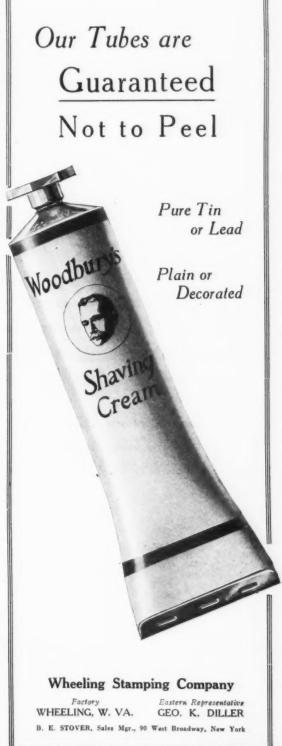
Office and Laboratories
Bush Terminal Building

Stocks Carried:

Chicago St. Louis San Francisco

Telephone: Sunset 1337-4797





London

Cable Address: Norda New York

Codes: A.B.C. 5th Edition

Paris

New York

Norda ESSENTIAL OIL AND CHEMICAL CO.

Incorporated

IMPORTERS AND MANUFACTURERS

43 East Nineteenth Street New York

Works: Harrison, N. Y.

March 25th, 1925.

American Perfumer & Essential Oil Review, 14 Cliff Street, New York, N. Y.

Gentlemen:

In checking over returns on advertisements, we find that one of our ads appearing recently in the American Perfumer & Essential Oil Review brought 176 inquiries for samples. So far these samples have resulted in 14 actual orders. Practically 80% of the inquiries were sent by people not on our customer list.

We are very pleasantly surprised at this showing, which we consider quite extraordinary.

Yours very truly,

NORDA ESSENTIAL OIL & CHEMICAL CO.

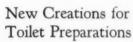
HJK'LS

~ Raw Materials for Perfumes, Soaps and Flavoring Extracts ~

(See ad of Norda Essential Oil & Chemical Co. on page 42)

BOXES BY ADLER

HAVE A WORLD-WIDE REPUTATION







Perfume Powder Soap and Candy Boxes



Best to be had for Price, Quality and Service. Correspondence Invited and Prices Cheerfully Submitted.

GEORG ADLER

Germany

American Agents Buchholz KRAMER & LANGE, INC.

30-32 W. 24th St., New York City

NAARDEN CHEMICAL WORKS

NAARDEN, HOLLAND

Synthetic Aromatic Chemicals

Essential Oil Derivatives

ISO EUGENOL

Aubepine

(Made from Anethol)

Benzyl Acetate

Benzyl Benzoate

Bromstyrol

Rhodinol

Geraniol

(Extra Fine)

Heliotropine

Citral

Linalool Bois de Rose

Artif. Jasmin

Sole Representative in the United States

DREYER

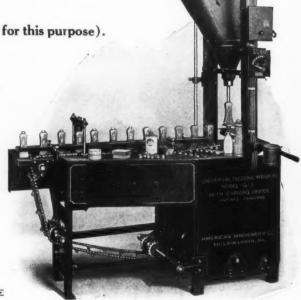
15 Platt Street, New York, N. Y.

C. A. SENGER Western Representatives: 33 W. Illinois St., Chicago, Ill.

Four Machines In One

The "American" Universal Electric Weigher Model G-1 for all Talcum and Face Powders or any Powdered Materials serves as:

- 1. An automatic Gross Weight Scale with auger feed.
- 2. A volumetric Filler (easily adaptable for this purpose).
- 3. An automatic Packer (pressure can be used where Containers are too small to hold the required weight—without Packing).
- 4. Automatic Capping Device—Automatically forces on the caps as cans come from the machine (as shown in illustration).



This is the ONLY EQUIPMENT that automatically and accurately WEIGHS, FILLS, PACKS AND CAPS any style or kind of container at a speed of from 15 to 30 containers per minute, by simply using special augers and filling tubes.

Users of this machine include such well known manufacturers as

Armour & Co.

Cheramy

National Dental Co.

Marinello Co.

E. R. Squibb & Sons

Davison Chemical Co., etc.

Write for Full Information about our other labor and time saving machines

American Machinery Co., Inc.

Main Office and Factory: 330-348 N. 12th St.

New York Office B. F. Adams, 30 Church St. Philadelphia, Pa.

J. F. McGhee Western Representative

The Modern Capping~





THE leading perfumers, to whom cost is a secondary consideration, have found that CAPES-VISCOSE are so neat and attractive in appearance; so simple to use and are so effective as a seal, that they are rapidly replacing the older and more expensive cappings.

The seal formed by CAPES-VISCOSE is so effective that it stops evaporation—with CAPES-VISCOSE your most delicate perfumes and toilet waters will be kept as fresh and inviting as the day they are packed.

CAPES - VISCOSE are hoods of cellulose applied moist over the neck and stopper of the bottle. They shrink as they dry to seal the closure and secure the stopper.

CAPES-VISCOSE, INC.

Sales Office:

130 Madison Avenue, New York

Western Distributors: I. F. SCHNIER CO., 285-287 Vallejo Street, San Francisco, Cal. Canadian Distributors: FREYSENG CORK CO., Ltd., Montreal and Toronto, Canada

Main Office and Factory: Delawanna, N. J.

HOODS THAT

Jo SEAL the CLOSURE



What Capes - Viscose Are - and How they are Used

Capes-Viscose are hoods of cellulose which are shipped moist in sealed tin containers ready to put on.

They are slipped wet over the top of the corked bottle easily and quickly. They dry quickly and shrink smoothly forming a tight, tough, sanitary seal that absolutely prevents loss of contents by leakage or evaporation.



Some Prominent Users of Capes-Viscose

VIVI, Inc. CHERAMY, Inc. NONSPI COMPANY NORTHAM WARREN CORPORATION Cutex Manicure Specialties Mme. HELENA RUBINSTEIN S. S. WHITE DENTAL MFG. CO. AMERICAN DRUGGISTS SYNDICATE E. R. SQUIBB & SONS UNITED DRUG CO. ELIZABETH ARDEN CALIFORNIA PERFUME CO. MARINELLO CO. MELBA MFG. CO. SCHIEFFELIN & CO. THE R. L. WATKINS CO. THE J. R. WATKINS CO.



CAPES-VISCOSE, INC.

Sales Office:

130 Madison Avenue, New York

Western Distributors: I. F. SCHNIER CO., 285-287 Vallejo Street, San Francisco, Cal. Canadian Distributors: FREYSENG CORK CO., Ltd., Montreal and Toronto, Canada

Main Office and Factory: Delawanna, N. J.

JASMINE FLEURS

Trial Oz. \$4.00

A new Jasmine of the Absolute Jasmine Type, and lasting quality, holding this character to the last. Most suitable substitute for the natural oil.

JASMINE LA FRANCE

Lb. \$28.00

Trial Oz. \$1.75

Low priced white Jasmine when dry produces the delicate and fragrant odor of the Jasmine Flower. Specially recommended for floral bouquets, talcums, creams and face

The above Jasmines are guaranteed not to discolor and are entirely free from Indol.

May we send you our complete list of Compounded Flower Oils and Perfume Bases designed for every possible purpose?



UNITED LABORATORIES

PERFUME BASES

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufactur-As Consulting Chemists, our many years of actual manufacturing experience are at your service.

15 South William Street

New York, N. Y.

1855

1925

Beehive Brand Bleached Beeswax

fining and bleaching Beeswax at Syracuse, N. Y., and we are safe in saying that ours is the largest solar bleachery in the world.

Direct representatives in all parts of the world buy for us the very highest grades of crude wax. After careful inspection, the choicest lots are selected

For seventy years we have been re- for our Beehive Brand, and this is bleached by sun and air, every operation under the care of men long in our employ and skilled in their work.

> Sun-bleaching is a slow process, but results warrant the extra time. The Beehive Brand is your guaranty of the very highest quality of Wax procur-

WILL & BAUMER CANDLE CO., Inc.

SYRACUSE, N. Y.

NEW YORK

CHICAGO

BOSTON

ST. LOUIS

MONTREAL



COLLAPSIBLE TUBES

A COMPLETE LINE

FOR EVERY PURPOSE

We manufacture various styles and openings, including all regularly used tubes from one dram to 32 ounce capacity, as well as a full line of stip or nozzle point tubes, together with various pipes as recommended by the medical and dental professions.

Our production includes tubes of Pure Tin, our "STANDARD" Tin Coated and Lead Alloy.

In fact, it is our plan to make for you what you want and not what we have.

Give Us an Opportunity

STANDARD SPECIALTY & TUBE CO.

NEW BRIGHTON, PA., U. S. A. Manufacturers of Collapsible Tubes for 20 Years

Vidal Charvet's ROSEZONE

Marketed by us since 1893, Vidal-Charvet's ROSEZONE still has no superior as a moderate priced rose base either for use by itself in creams, toilet requisites, etc. or as a foundation for building up truly superlative rose odors or as a stretcher for reducing the cost of more expensive rose compositions.

There is no mystery about ROSEZONE. Like most products of similar usefulness it is based upon Phenylethyl Alcohol, Citronellol, Rhodinol, Geraniol and the other known constituents of Otto of Rose. The secret of its superiority lies in the complete purity of its ingredients and the manner in which they are blended and repurified for us by our expert European organization.

UNGERER & CO.

New York

Copyright, 1925, Ungerer & Co.

Telephone Cortlandt 2327

Cable Address "Cosmetic"

Joseph L. Stummer, B.Sc., Ph.G.

Consulting and Manufacturing Chemist

Cosmetic Specialties

201 Fulton Street

NEW YORK

"A Business Built on Recommendation".

Perfumers & Jewelers Box Co.

307-309-311 Sixth Avenue New York







DEJONGEQuality Papers



The business of this house was founded over seventy-six years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street NEW YORK

CHICAGO

PHILADELPHIA



HEADQUARTERS ON

Essential Oils Vanilla Beans Soluble Resins

Aromatic Chemicals
Gums—Arabic and Tragacanth
Pomades Orris Products

French Flower Oils and Virgin Olive Oil

Superconcentrated Floral Water Essences

(For the instant production of triple floral waters by the addition of distilled water only, thus eliminating the heavy packing and transportation charges)—

Floral Ottos

(For use in Perfumery, Toilet Waters, Face Powders, Hair Tonics, Face Creams, Sachets, Etc.)

Write 10r our monthly price list

321-323 NORTH SHELDON STREET -- -- CHICAGO, ILLINOIS



VANILLA BEANS

DIRECT IMPORTERS FROM THE ISLANDS

P. & P. DERODE FRÉRES & DAMMANN, INC. 71-73 MURRAY ST. S NEW YORK



Never-Leak Sprinkler Tops

THE threaded flange gripping the cork, as in Style No. 400, and the metal spun over corks, as in Style No. 1000, absolutely prevent leakage. The flange cannot come off.

All parts fit snugly, and yet it is the smoothest working sprinkler top on the market.

> Never-Leak construction. Sanitop quality.

Stock or special designs submitted on request.

Write for Catalog A.







SANITARY TUBE AND STOPPER CO., Inc.

9 Franklin Street, New York, N. Y.

J. HENRI MOUTET - GRASSE FRANCE

Natural Flower

Essences Solid

and Absolute

Gum Resins



Prices and Samples on request

OILS:

Geranium, Algerian and

Bonrbon

Lavender

Neroly Petals

Spike

Rosemary

Thyme (Red & White)

Oak Moss Orris etc:

DEPENDABLE SERVICE AND QUALITY

YOUR SATISFACTION IS OUR CONSTANT AIM

> ONLY THE BEST MATERIALS ARE USED IN OUR **PRODUCTS**



FERDINAND BUEDINGEN COMPANY

INCORPORATED

ROCHESTER-NEW YORK NEW YORK OFFICE

CHICAGO OFFICE

152 West 42nd Street BUILDERS OF FINE BOXES 108 So. La Salle Street

Chant Still
Bigger
Sales
?

Pack your toilet preparations in the most perfect containers offered the trade—

In PEERLESS Tubes

The **Dependable** Tubes that stand every marketing test.

May we send samples and quotations?

PEERLESS TUBE CO. 48 LOCUST AVE., BLOOMFIELD, N. J.

OUR aim is to help you in designing a metal vanity case that will create an instant desire for possession and that will give the user good service in every way.

August Goertz & Co., Inc.

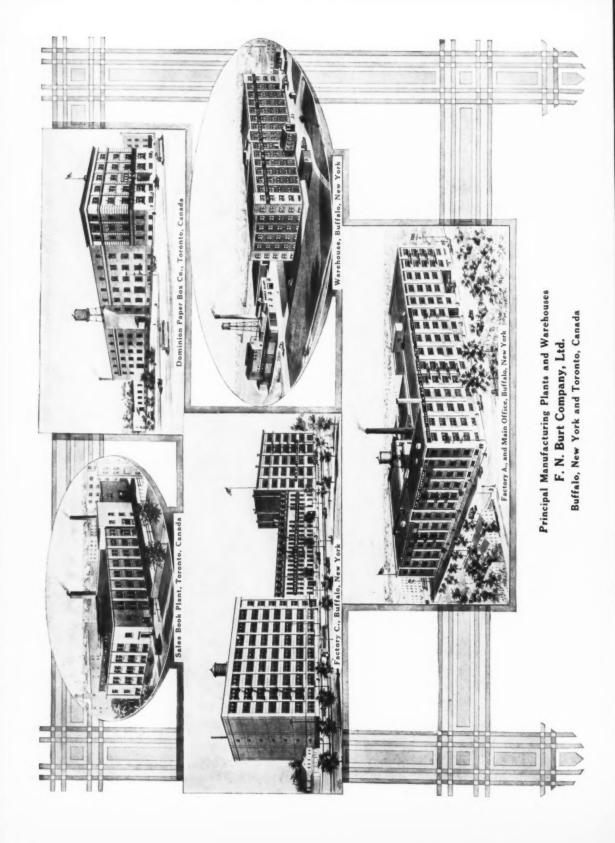
276 Morris Avenue Newark, N. J.

FanaBurt Company Ltd. Specialists in

Small-Fine Paper Boxes



MAIN OFFICE, 540 SENECA STREET, BUFFALO, N.Y.



ESTABLISHED

1840

INCORPORATED

1922

Shipkoff's Pure Otto of Rose-

Main Offices: Shipkoff & Co., Ltd. Sofia, Bulgaria

Branch Office: Kazanlik, Bulgaria

Model factories: In all main centers of the Rose District.

Highest Awards
Including four Grand
Prizes

Nature ordained that Otto of Rose should have certain Chemical and Physical Constants. Chemists design rose oils having the same Constants; but they are not real Otto of Rose. Shipkoff's Otto of Rose is Nature's Otto. It is the richest and most concentrated essential oil in existence and hence the most indispensable basic oil for the perfumer. It takes thirty roses to make one drop of genuine Otto of Rose, and sixty thousand roses to make one ounce of pure Otto of Rose—thus getting the perfume of seventy of the most fragrant damask roses for one cent only. Never create a perfume without using a fair fraction of the richest and foremost basic rose odor, which can be obtained only from Shipkoff's absolutely pure Otto of Rose. The value of Otto of Rose lies mainly in its absolute purity. Always use Shipkoff's Otto of Rose. None better.

Distributing depots: Paris, London, Hamburg and in all main perfumery centers.

Montreal Depot: 41-43 Youville Place.

> London Depot: 5 Giltspur St. Newgate St. E. C. 1

Original packages: 4, 8, 16, 24, 32, 40, 48, 56, 64, 72 and 80 ozs. each.

American Office

SHIPKOFF & CO., Inc.

219 PEARL ST., NEW YORK, N. Y.

For Toilet Powders

PLYMOUTH STEARATES

of

ZINC-MAGNESIA-ALUMINUM-CALCIUM ZINC OXIDE-JAVA RICE STARCH

For Toilet Creams

PLYMOUTH REFINERY PRODUCTS

COLD CREAM OILS—PETROLATUMS

IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports-M. W. PARSONS-Imports

and

Plymouth Organic Laboratories

New York

JONQUIL P. F. W.

Cover yourselves by adding an artificial product now already, thereby extending the duration of your natural supply and avoiding calamities in future as experienced in Jasmin.

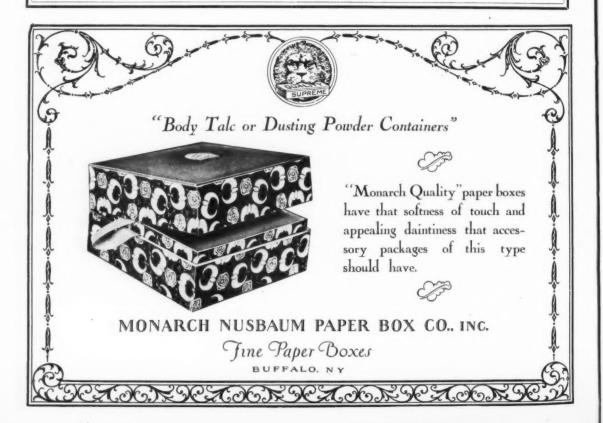
LILAC P. F. W.

Something for high grade perfume requirements at \$50.00 lb. Let us send you a trial ounce at \$3.00 postpaid and make an interesting and valuable acquaintance.

POLAK'S FRUTAL WORKS, INC.

180 LAFAYETTE STREET

NEW YORK CITY



Hoshi Pharmaceutical Co. Ltd. Tokio, Japan

Quinine and its Salts

For Medicinal and Denaturing Purposes

PYRIDIN

For Denaturing Purposes

"PURITAN BRAND"

ESSENTIAL OILS & SYNTHETICS

BUBECK & DOLDER

Bale, Switzerland

FINE CHEMICALS
and
PHARMACEUTICALS

VIETOR & HOSKEN

160 Pearl St., New York
Telephone: Hanover 3224-5
Sole Distributors

AUGUST GIESE & SON

162 William Street New York

FRENCH FILTER PAPER

ALL GRADES



Get Our Prices

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Especially Adapted for the Perfume Trade



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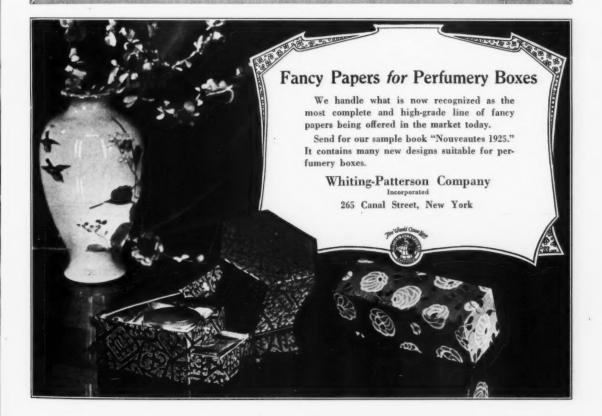
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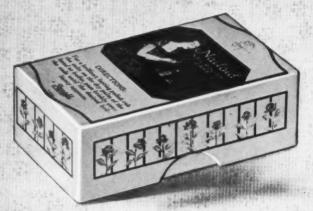
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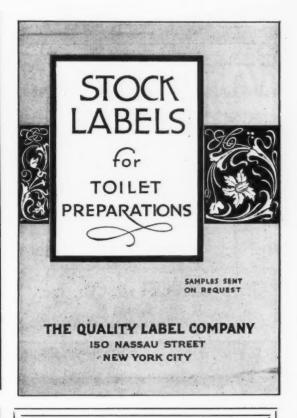
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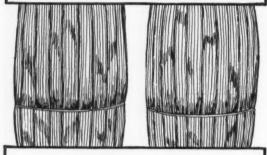
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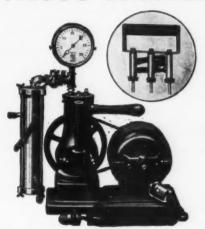


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Portable: Fills all size Bottles
"No Liquid Touches Metal"

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Cleans itself automatically. Handles any liquid thick or thin, even acids, peroxide, iodine, etc. Lowest price.

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Prompt Deliveries

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Let us quote on making your creams under your own labels

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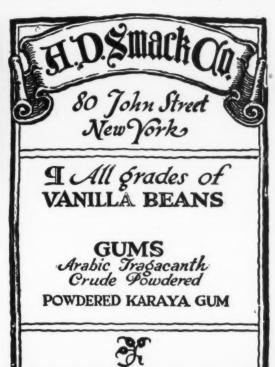
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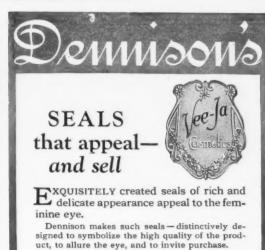
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Perfumer Publishing Co., 14 Cliff St., New York

1925





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HAND MADE FRENCH-PROCESS ROUGE and FACE POWDER COMPACTS

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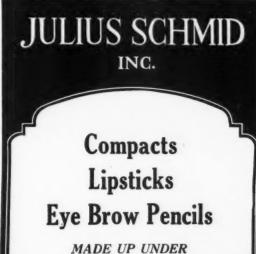


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Quality Products-Prompt Service-Immediate Deliveries



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Use Sampling Powder Puffs

to introduce that new odor of powder —or that new shade of rouge

Send a filled puff to your inquiries or enclose one in other packages—such as toilet water and creams.

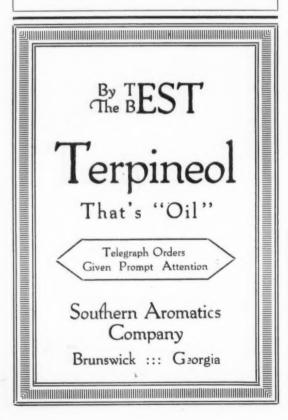
Give your prospects something new—something they can really use—and watch your sales grow,

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(Continued on page 144)

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Expert advice on original and distinctive formulas for Perfumes, Toilet Articles, De-Odorants (Rochane Series).

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Emery Boards all sizes from 2 to 7 inches,

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TRADE (H) MARK "Lasting Impressions" REG. U.S. PAT OFFICE LABELS

The attached are representative numbers from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, consisting of approximately 1200 designs and styles, for \$2.00. This amount to be credited on receipt of your order. Our samples are now conveniently placed in book form. Write for this elaborate and extensive line.

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OUR PLANT, EMBRACING 110,000 SQUARE FEET, DEVOTED ENTIRELY TO THE MANUFACTURE OF A BETTER GRADE OF ADVERTISING MERCHANDISE IN COLORS, ON PAPER, EMPLOYING 300 SATISFIED WORK PEOPLE.

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The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.

Not only are we equipped to manufacture special work of every description, but carry in stock the largest and most beautiful assortments of Perfume, and Toilet Preparation Labels, Candy Box Labels, Calendars, Monthly Service Cards, Kitchen Reminders, Telephone Lists, Blotters, Fans, Advertising Cards, Folders, Die-cut Novelties, etc.

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MINNEAPOLIS

NEW YORK

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Eavenson's fine soaps are so carefully made of such high grade materials that they are unsurpassed as to quality. Let them build you a satisfactory repeatsales business—market them under your own name and brand.

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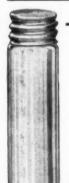
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Manufactured by the

RUTH GLASS COMPANY

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QUALITY AND MOST ATTRACTIVE PRICES



We Specialize in Exclusive Seals

WE specialize in the creation of distinctive, original seals which insure sales and bring repeat orders. Let us figure with you on your next order.

Write for samples

ATLAS LABEL CO., 119 Lafayette St., New York

(Continued from Page 142)

BUSINESS OPPORTUNITIES

For Sale—Day packer, Hunter sifter and mixers, Pony mixer, face powder wrapping machine; Colton closing-clipping-tube filling machine; International vacuum filter; Kiefer bottle filling machine, rinser and filter press; 3 and 4 roll granite and 4 and 5 roll steel mills; 15 stoneware crocks; 6 filter presses 12" to 36"; Procter dryer; 3 World Labelers; 30 iron, copper and aluminum kettles and tanks; 2 American Foundry soap wrapping machines; complete line of soap equipment; complete plants bought and sold. Consolidated Products Company, Inc., 15 Park Row, New York City.

A practical perfumer and production manager is originator and owner of the most unique "Man's Toilet Goods Line." Absolutely new and original packages, nothing now like them. Line comprises a man's face powder, a lather cream, an after-shavng lotion, a hair dressing, a man's talc, and one item for outdoor women—a cleansing oil and face powder base (on motor trips). Will consider proposition from any house proving ability and willingness to successfully merchandise this line. State amount willing to put into it if I can show proper merchandise. Address B. O. 1389, care of this journal.

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Will Buy For Cash

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Jobs or Close-outs Only

Romer Drug Co.

359 Broadway New York, N. Y.

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Manufacturing chemist, perfume and toilet articles, wants position with small reliable house. Six years' experience. Address S. W. No. 1380, care of this journal.

Perfumer—Chemist, at present employed, seeks connection, where creative ability can be used to best advantage. Fifteen years' experience. Capable of directing plant if necessary. Might consider small financial investment or purchase of small business if in healthy condition. Address S. W. No. 1387, care of this journal.

Former executive of large Essential Oil Company with long experience in buying, selling, testing and compounding Natural and Synthetic Products desires position. Moderate salary provided position offers good chance for advancement. Address S. W. No. 1394, care of this journal.

Foreigner, passed 20, wants situation as assistant to soapboiler. Experienced in grained soap, ground soap, household soap, and soft soap, as well as in toilet-soap and cosmetic articles. Very well acquainted with examinations of grease, oil, and soap. Already held positions as boiler and analyst. First class references and testimonials are at disposal. Detailed offers to No. Asl. 15575, Ala., Haasenstein & Volger, Berlin, W 35, Germany.

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Wanted—Chemist, prefer college graduate. Able to produce high grade creams and face powders. State experience and salary wanted. Communication confidential. Address H. W. No. 1390, care of this journal.

Wanted—Reputable salesmen calling on cosmetic trade. Please state experience and previous connections. Also salary and commission basis. Address H. W. No. 1392, care of this journal.

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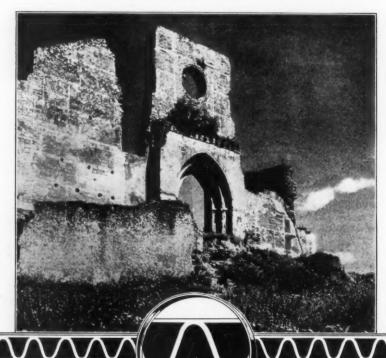
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A'Cadia Powder Puff Co Acme Hospital & Druggists' Glassware	134	French Cosmetic Mfg. Co., Inc., 62 and Fries & Fries Co., The	63	Pennsylvania Oil Co	147
Co	146	Fritzsche Bros., Inc.	10	Perfumers & Jewelers Box Co	114
Addison Litho, Co	13 117	Insert between 8 and	68	Perfumers & Jewelers Box Co Pfaltz & Bauer36 and	37
Adler, Georg Adriance Machine Works, Inc	143	Fritzsche & Co., Franz	50	Pfaudler Co. Pilar Fréres	30
Allen & Sons, Ltd., Stafford	76	Giese & Sons, August	129	Plaimar, Ltd. Plumly Co., Eugene K	107
Insert between 86 and		Givaudan & Co., L.,		Flymouth Organic Laboratories	127
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American Machinery Co., Inc		Harrall Soap Co	25	Randolph Paper Box Co	103
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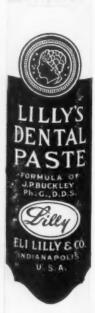
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